25TH ANNIVERSARY ISSUE

GIVING USA

1980 ANNUAL REPORT

AAFRC

A compilation of facts
and trends on
American philanthropy
for the year 1979

A publication of the American Association of Fund-Raising Counsel, Inc.

25th Annual Issue

GIVING USA

A compilation of facts and trends on American philanthropy for the year 1979
and the past Quarter Century

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GIVINGUSA
A publication of the American Association of Fund-Raising Counsel, Inc.

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THE CHAIRMAN'S LETTER

The 9.3 percent rise in giving last year was a respectable increase, even though most of the nation's charitable organizations lost ground because of the highest inflation rate since World War II. The increase was higher than many believed it would be.

Attributable mainly to double-digit gains from individuals and business corporations, the increase in giving can be viewed as a signal that America recognizes the essential work its philanthropic organizations,institutions and agencies carry out day after day in helping the less fortunate improve their quality of life.

It is somewhat of a paradox that the current economic climate fosters an additional need for services from the nonprofit institutions and agencies. An inflationary economy creates, for example, a greater need for human service programs in communities throughout the country, simply because people continue to struggle to pay much more for the services they cannot live without and look to others for help in obtaining essentials.

Inflation causes already overburdened health clinics to strive to provide services for more people; it adds to the work of child-care agencies as many parents work longer hours; it hits churches, colleges, universities and voluntary hospitals with increased financial obligations.

In an effort to meet the increased need, the nation's charitable organizations seek greater support from those who are able to give it. For that reason, more of these organizations look toward increased professionalism in their annual and capital appeals.

This is evidenced by the fact that the number of nonprofit institutions and agencies using member firms of the American Association of Fund-Raising Counsel for professional help in seeking support totaled over 900 in the one-year period ending August 31, 1979. That represented a more than 16 percent increase in the number of organizations that used AAFRC counsel the year before.

Added to the burden of meeting an increased need for service is the fact that each year brings an increase in the regulations with which charities must comply. There are more that 250 bills introduced each year in state legislatures alone which could regulate a charitable organization in one way or another, and most of the bills would create additional costs for the organizations in the area of reports and other compliance measures.

Fortunately, a great majority of those bills are never

written into the statute books. One of the reasons is that for the past three years the American Association of Fund-Raising Counsel, with the assistance of a small number of umbrella groups in the nonprofit sector and a few charitable organizations, has been able through its Legislative Monitoring Program to inform charities of these bills before they were passed. The charities, in turn, make the backers of the bills aware of their potential effect and they are usually withdrawn or rewritten so their impact on the philanthropic community—and the contributing public—is beneficial rather than harmful.

The AAFRC's legislative service is just one example of what can be accomplished when a number of different organizations unite for the common good of the philanthropic community. Another is the creation of the INDEPENDENT SECTOR, formally launched in March, 1980, but actually the result of an amalgamation of the National Council on Philanthropy and the Coalition of National Voluntary Organizations.

Starting off with the backing of 144 organizations interested in the strong survival of the voluntary movement in America, the INDEPENDENT SECTOR is expected to be the permanent commission on philanthropy recommended in the final report of the Commission on Private Philanthropy and Public Needs.

Its program and goals are designed to insure the continued vitality of the philanthropic community. Already, its influence has been felt in Congress where more than 234 representatives and senators have joined as backers to bills designed to enable Americans who take a standard deduction on their federal tax returns to list their charitable contributions above the line. Passage of these measures would result in much greater support for the charitable community in America—support sorely needed in these times of economic uncertainty.

Current conditions create a number of unanswered questions, but they also present the philanthropic community with an unprecedented number of opportunities to provide solutions.

If we follow our past course, we will find and use the solutions and grow because of them. Charitable contributions have increased every year for the past quarter-century, not only because there was a need but equally because the philanthropic community was not resting on its past accomplishments, which were viewed as a prelude for what was to come. In reviewing the past—in this issue of "Giving USA" published by the American Association of Fund-Raising Counsel—we should continue to look at it as only the beginning of a future designed to better the quality of life for all Americans.

R. BLAIR SCHREYER, Chairman

PHILANTHROPY 1979

Total Giving 1979 • $43.31 billion

1979 Contributions (in billions)

Individuals . . . $36.54
Bequests . . . $2.23
Corporations . . . $2.30
Foundations . . . $2.24

Contributions as Percent of Total

Individuals . . . 84.4%
Bequests . . . 5.1%
Corporations . . . 5.3%
Foundations . . . 5.2%

1979 Distribution (in billions)

Religion . . . $20.14
Education . . . $5.99
Health & Hospitals . . . $5.95
Social Welfare . . . $4.35
Arts & Humanities . . . $2.70
Civic & Public . . . $1.24
Other . . . $2.94

Distribution as Percent of Total

Religion . . . 46.5%
Education . . . 13.8%
Health & Hospitals . . . 13.7%
Social Welfare . . . 10.0%
Arts & Humanities . . . 6.2%
Civic & Public . . . 2.9%
Other . . . 6.9%

The nation's citizens, business organizations and foundations contributed a record $43.31 billion to philanthropic causes in 1979, an increase of 9.3 percent from year-earlier levels.

Individuals, hard-hit by the rise in their own cost of living, gave an astounding $36.54 billion, or 84.4 percent of the total. That was an increase of 11.4 percent from the amount donated to various causes in 1978, and as a portion of the nation's personal income, it equalled 1.90 percent.

Bequests were down last year by 14.2 percent from 1978, but the $2.23 billion left by individuals to charitable organizations, institutions and agencies represented 5.1 percent of all giving.

The country's business corporations, which have increased their share of giving each year for which there is any kind of documentation, reached a new high level of $2.30 billion in contributions. As a portion of pre-tax net income for all of American business, that represented 0.97 percent, down slightly from the previous year's 1.00 percent. But the level of corporate giving—important to hospitals, health agencies, the educational community, the arts and the humanities—for the first time passed foundation giving in the United States. As a portion of total philanthropy, giving by business organizations represented 5.3 percent.

Foundation giving, which is tabulated to be $2.24 billion in 1979, represented 5.2 percent of all philanthropy. Foundations increased their giving last year by a little over three percent, despite slow growth in the value of their assets.

In 1979, as in each year for the past quarter-century, giving to religion outpaced all other categories. Last year religious organizations, agencies and institutions received a total of $20.14 billion in donations, most of which was from individuals.

The educational community, which in 1978 passed giving to health and hospitals, maintained its position as the second-largest recipient of charitable gifts last year. Giving to education reached $5.99 billion in 1979, up 7.7 percent from 1978.

The health and hospital category of philanthropy received a total of $5.95 billion in 1979, a gain of 9.9 percent from its 1978 total of $5.48 billion.

Giving to social welfare climbed by nine percent, too in 1979 and reached $4.35 billion, compared with $3.97 billion the year before.

The organizations in the arts and humanities segment of philanthropy received a combined total of $2.70 billion in contributions during 1979, compared with $2.50 billion in the previous year.

Giving to civic and public affairs organizations rose to $1.24 billion last year and represented 2.9 percent of all philanthropy.

Americans gave a total of $2.94 billion to the "other" category—which includes foreign aid and technical assistance, international activities, education and studies, and foundation endowment.

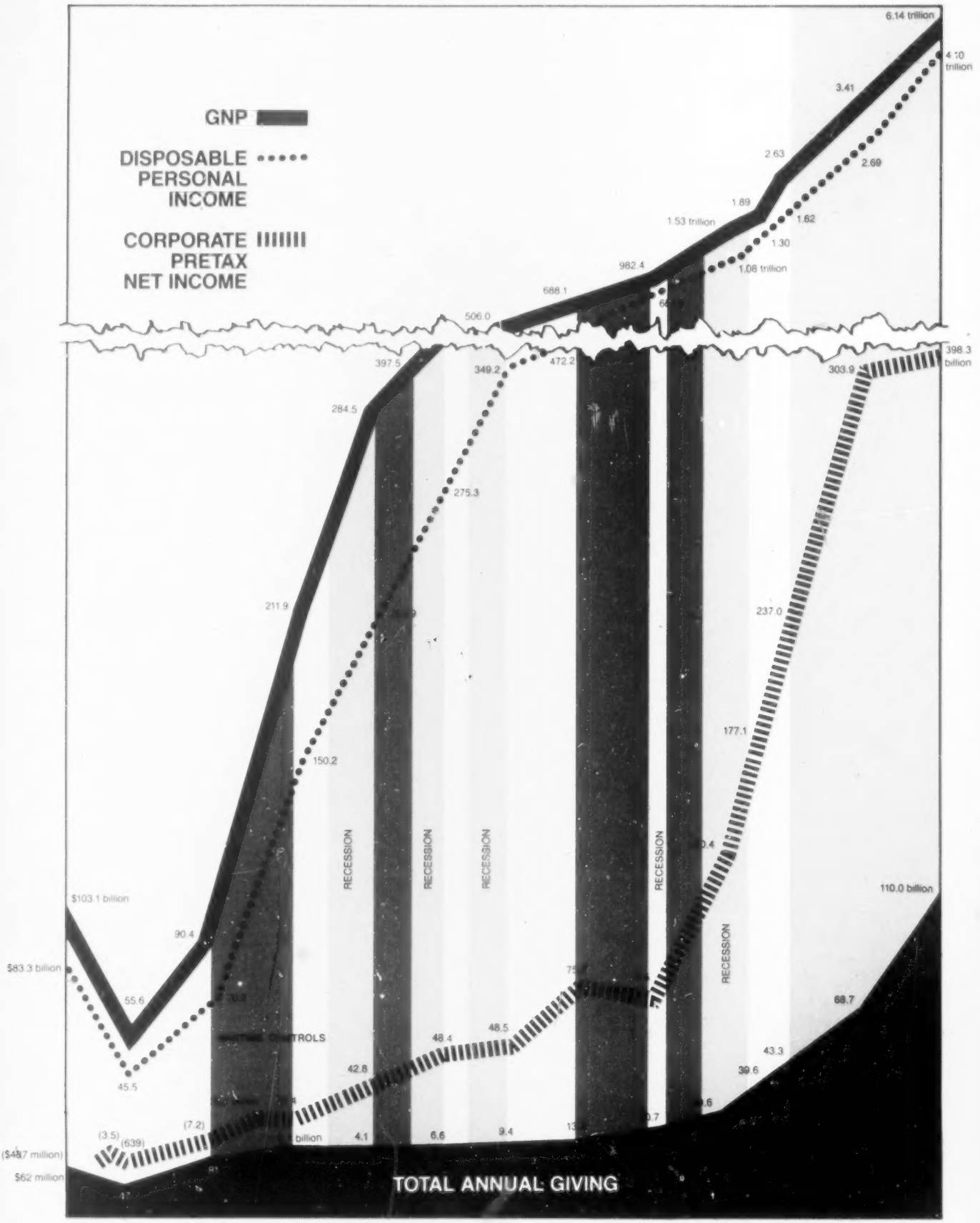
The growth of philanthropy, while impressive, has not kept pace with the increases in the nation's gross national product or with inflation.

An analysis of giving over the past 25 years shows that in 1971 giving as a portion of GNP reached a high point of 2.16 percent—a point it has not equalled since. Relating that percentage to a philanthropic index, it shows that while giving in America nearly doubled in the years between 1971 and 1978 and the nation's gross national product nearly doubled in the same period, the PI actually declined by .28 percentage points to 1.88 percent.

To have maintained the same percentage of giving between 1971 and 1978, it would have been necessary for the philanthropic community to raise a total of $45.51 billion, or $5.88 billion more than the $39.63 billion which was actually given that year.

For the PI to reach three percent, which more closely approximates the GNP curve, giving would have had to increase in 1978 by $23.57 billion, for a 1978 total of over $63 billion.

The accompanying chart, furnished to the AAFRC by Brakeley, John Price Jones Inc., shows the relationship of giving on an annual basis with gross national product, disposable personal income and corporate pre-tax net income.


GNP
DISPOSABLE PERSONAL INCOME
CORPORATE PRETAX NET INCOME
6.14 trillion
4.10 trillion
3.41
2.63
2.69
1.89
1.62
1.53 trillion
1.30
1.08 trillion
982.4
688.1
506.0
398.3 billion
303.9
472.2
397.5
349.2
284.5
275.3
237.0
211.9
177.1
150.2
RECESSION
RECESSION
RECESSION
RECESSION
RECESSION
$103.1 billion
90.4
$83.3 billion
55.6
45.5
110.0 billion
68.7
43.3
39.6
48.4
48.5
42.8
(3.5)
(639)
(7.2)
($487 million)
$62 million
4.1
6.6
9.4
TOTAL ANNUAL GIVING
1929 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90

Giving USA was born in 1956 under Howard Beaver, chairman, (left) and David Church, then the executive director.

THE FIRST 25 YEARS

Current chairman Blair Schreyer (left) and president John J. Schwartz expanded Giving USA's coverage of philanthropy.

The late foreign editor of the equally late International News Service learned from his news experience that the fastest and best way to get information on a segment of the economy was to go directly to the trade or professional association representing that segment.

Undoubtedly during his early years as a reporter, foreign correspondent and editor, he did that very thing hundreds of times while racing the second hand of a massive wall clock which told him that among the thousands of newspaper and radio clients of the INS, there was a deadline every minute.

Later, after he had left the old Hearst service, he joined the John Price Jones Company, one of a handful of pioneers in professional fund-raising counseling. Millions and millions of words had been recorded by his typewriter by the time he reached the post of vice president for public relations of "JPJ," as the company was known in the profession.

A little more than a quarter century later, he retired from John Price Jones and was named the first executive director of the American Association of Fund-Raising Counsel.

One of his priority projects was to bring before the AAFRC's Board a proposal designed to channel the Association's efforts toward the gathering of statistics on what even then was a rather massive "industry," but stood without any single measure of its size, influence and contribution to the American economic and social system.

Thus, David M. Church, newsman, fund raiser and finally statistician, began in 1955 to gather information for what would evolve as the first issue of **GIVING USA,** referred to by many as the "Bible" of philanthropy in America.

With approval from the Association's Board, led by then-president Howard T. Beaver, executive director David M. Church, after much research, again pounded his typewriter and within three weeks of constant work produced the equivalent of 32 pages of printed copy.

He later wrote that "headquarters had prepared the first of a series of annual yearbooks on philanthropy entitled **GIVING USA.** This had been initiated chiefly as a reference piece for newspapers and magazines and the first issue was being sent to 2,000 newspaper editorial writers, magazine editors, public libraries and philanthropic foundations."

The first issue noted that "the people of the United States and Canada invest more than five and a half billion dollars in philanthropy every year.

"The American Association of Fund-Raising Counsel, Inc., a nonprofit organization of professional fund-raising counsel, has endeavored to gather facts related to philanthropy for the benefit of its members. This compilation does not intend to be encyclopedic, but it does seek to present some of the basic data available concerning the many phases of American philanthropy in 1955. For the most part, these data originated with other organizations and individuals to whom proper acknowledgement is given elsewhere.

"**GIVING USA,** therefore, is offered as reference material to those interested and concerned with philanthropy and its relation to American life."

Not much has changed. Not even the "typical fund raiser—the individual responsible for showing institutions how to raise the money—who David Church described in 1957 as being "39.65 years old; he has an A.B. degree; is married; lives 15 miles from the office; has been with his present firm 10.5 years; takes three week's vacation; has one week's sick leave a year; spends 90 percent of his time out of the home office; drinks in moderation; smokes in excess; has at least two hobbies; and participates in at least one outdoor recreation; has too few community responsibilities; doesn't go to church regularly but

considers himself religious; reads two periodicals regularly and about two books a month; complains because there is too little literature bearing on his profession; wears soft collar shirts; has his hair cut every ten days and his shoes shined every two days; is irregular with his meals and trains; worries about getting ulcers but falls victim to this affliction less frequently than he expects to; speaks his mind—and he has one; is deeply interested in his work, but never satisfied with it because day in and day out he always has a goal ahead—and no one remembers the goal he aimed at yesterday."

Yesterday, for David Church, was 25 years ago when he filled what he saw as a need for the philanthropic community—the annual compilation and publication of the nation's only single source of statistics on charitable giving. Then, it was $6.6 billion a year, now it's over $40 billion annually. But then, as now, most of it came from individuals, and went to religion.

Not much has really changed. It's just grown.

David Church retired from the Association in 1961 and Eldredge Hiller assumed his post for the next five years.

In 1966 the Association's Board named AAFRC's current president, John J. Schwartz, an experienced executive with charitable organizations and a professional fund raising counselor, to head its New York-based staff.

GIVING USA changed from a single-color, digest-sized publication to a multi-color, larger format. With the advent of more sophisticated methods of determining the scope of the charitable community, more information on philanthropy became available, and **GIVING USA** began to grow year by year.

At the same time the AAFRC's program expanded as it began to respond more actively and more often to a growing variety of factors influencing the philanthropic community.

It was called on to comment and to testify on tax bills pending in the houses of the Congress and in various states; its research for **GIVING USA** was cited on how much Americans gave each year to charitable organizations.

Through his activities with a large and varied number of organizations in the charitable sector, Jack Schwartz found a need for information that was even greater than anything that could have been imagined back in 1955.

GIVING USA, and its companion Bulletin, were finding their way to the desks of Congressmen, Senators and their staffs; state regulators; Treasury Department officials; corporate giving officers; foundation executives; and of course, charitable organizations, newspapers and libraries.

The prestigious Commission on Private Philanthropy and Public Needs—known simply as the Filer Commission—used the early issues of **GIVING USA** as the basis for a portion of its research into the scope of American giving, and the AAFRC through a special Board-level committee and the efforts of its president, contributed its services to raise more than $2 million for the Commission's work.

Whole new areas, including motivations for giving, opened up as a result of the Commission's work and its findings, and at the prodding of leaders in the community, efforts were made to identify the amounts of money given to charities by individuals who do not itemize deductions on the federal tax returns.

There is still no positive way to identify what this total is, but econometric models built by Professor Martin Feldstein of Harvard show it to be significantly higher than most had thought. When these models were applied to early giving figures, as estimated by the AAFRC in **GIVING USA,** it became obvious that the sector was even larger than thought—and that the early figures were too conservative.

Newly revised totals for individual giving, for the past quarter century, are included in this anniversary issue.

They take into account the findings of a significant study conducted among Americans by the Gallup Poll at the request of the Coalition of National Voluntary Organizations, an outgrowth of the Filer Commission and an organization that is steaming ahead in its quest for greater and more reliable information on the charitable community.

The Gallup study basically showed that itemizers in a given income classification donate three times as much money to charity as nonitemizers in the same income brackets.

And it proves again that people give to people, but they give, too, to reduce their tax burden.

The American Association of Fund-Raising Counsel is pleased to have been able to publish **GIVING USA** for the past quarter century and to have been able to record the growth of what would be one of the largest industries in America—if charity were an industry.

Through its work on the federal level, the state level and its efforts to bring umbrella organizations together for common boosting of the nonprofit sector as a whole, AAFRC will continue to record the progress—and the bumps—of the philanthropic community each year.

And in another 25 years, we'll have a record of a half century of giving by Americans—something that probably could be traced to the first settlers at Plymouth Rock. It's too bad there was no American Association of Fund-Raising Counsel or David Church back then.

SOURCES OF PHILANTHROPY

A Quarter Century of Giving by INDIVIDUALS

	Amount (billions)	Personal Income	Percent Of Income
1955	$ 5.71	$ 308.8	1.85
1956	6.08	330.9	1.84
1957	6.52	349.3	1.87
1958	6.79	359.3	1.89
1959	7.26	382.1	1.90
1960	7.63	399.7	1.91
1961	7.96	416.8	1.90
1962	8.50	442.6	1.92
1963	9.03	465.5	1.94
1964	9.55	497.5	1.92
1965	10.36	537.0	1.93
1966	11.34	584.9	1.94
1967	12.15	626.6	1.94
1968	13.36	685.2	1.95
1969	14.71	745.8	1.97
1970	15.92	801.3	1.99
1971	17.02	859.1	1.98
1972	18.19	942.5	1.93
1973	20.43	1,054.7	1.94
1974	22.33	1,154.7	1.93
1975	24.24	1,255.5	1.93
1976	26.59	1,381.6	1.92
1977	29.32	1,531.6	1.91
1978	32.80	1,717.4	1.91
1979	36.54	1,923.1	1.90

Individuals in the United States contributed a total of $36.54 billion to the nation's charitable organizations in 1979, an increase of 11.4 percent from the previous year.

Contributions from individuals in 1979 equalled more than total giving from all sources just two years ago.

The American Association of Fund-Raising Counsel reported that the individual gifts equalled 1.90 percent of personal income in 1979—a decrease from the 1.92 percent in 1978. But the Association said that drop was attributable solely to the rise in the cost of living.

The Internal Revenue Service told AAFRC that the percentage of taxpayers itemizing their deductions on federal income tax returns would increase to 31 percent in 1979 over the 29 percent estimated by IRS to have itemized in 1978. Normally, when the number of itemizers rises, the percent of the nation's personal income given to charitable causes also goes up, and when the total taking the standard deduction rises, the overall percent of personal income given to charity declines.

But in 1979—a year which saw inflation hit 13.3 percent—most of the middle-and-upper-middle income Americans were struggling with massive increases in what are generally conceded to be mandatory costs—fuel, utilities, food, rent, interest payments. As a result of those rises taking a greater share of available money, discretionary items—such as charitable gifts—did not increase in proportion to the nation's personal income.

The IRS said the rise in the percent of those electing to take a standard deduction for their 1979 income tax returns was also a direct result of the highest inflation experienced by the nation in 33 years. Interest rates were particularly singled out by the IRS as one of the primary reasons.

The latest available data from the government on tax returns already filed cover the year 1977 and shows that a total of 21,528,197 individual itemized returns listed charitable contributions of $17.2 billion. The total of contributions was only 3.0 percent higher than those listed the previous year when they totaled $16.7 billion.

But in 1976 there were nearly three million more itemized returns filed than in 1977—giving substance to the argument that the increasing use of the standard deduction results in less money being given to charitable organizations.

This was the primary point made by those favoring enactment of legislation on the federal level which would enable all taxpayers—whether they itemize or take the standard deduction—to deduct charitable

Income Tax Deductions of Individuals for Philanthropy

Taxable & Nontaxable Returns

	Returns with Itemized Deductions	Adjusted Gross Income (000)	Deductions for Contributions (000)	% of Contributions to Adjusted Gross Income	Average Gift
1960	24,083,263	$181,131,130	$ 6,750,326	3.73	$280
1962	26,451,105	212,753,691	7,516,088	3.53	284
1964	26,909,591	244,070,127	8,326,986	3.41	309
1966	28,560,191	291,424,691	9,122,491	3.13	319
1968	32,030,231	368,917,506	11,138,925	3.02	348
1970	35,430,047	448,698,849	12,892,734	2.87	364
1972	26,983,663	436,050,751	13,217,956	3.03	490
1973	28,047,409	486,287,027	13,895,720	2.86	495
1974	29,725,923	546,062,014	14,960,838	2.74	503
1975	24,635,851	532,421,346	15,426,157	2.90	626
1976	24,404,446	580,308,046	16,710,718	2.88	684
1977	21,528,197	592,104,529	17,266,462	2.91	797

Source: *Statistics of Income, Individual Income Tax Returns 1960-1976, Preliminary Statistics of Income 1976, 1977, Individual Income Tax Returns, Internal Revenue Service*

contributions from their adjusted gross income.

The position was further strengthened in 1979 by a survey conducted for the Coalitional of National Voluntary Organizations by the Gallup organization. That sampling of Americans showed that those in any given income bracket who itemize their tax returns give substantially more to charity each year than their neighbors in the same income classification who do not itemize.

In comparing the results of the study, it is significant to note that those who itemize their deductions on the average give more than three times as much to charity as those who take the standard deduction.

Even in the family income category of $15,000 to $20,000 this three-to-one ratio is evident. And while the correlation is not perfect, the ratio of average contributions for itemizers to the average for nonitemizers increases with income.

Since income tax rates increase with income, these data give considerable support to the belief that tax incentives are an important factor when determining the level of giving.

Based on the results of the Gallup-CONVO survey, projections made by Harvard economist Martin Feldstein, and Internal Revenue Service data, the American Association of Fund-Raising Counsel has completely revised its totals for individual giving during the past 25 years.

The new totals are published in this issue of GIVING USA and reflect increases in the estimated amounts donated by nonitemizers.

Because of these revisions, totals for giving from all categories, as well as totals allocated to the various charitable segments of philanthropy, have also been revised.

The new individual giving figures show Americans gave a total of $5.71 billion to charitable organizations in 1955 which was 1.85 percent of the nation's personal income. Seventy-one percent of all individual tax returns took the standard deduction in that year.

In 1960, individual giving had climbed to $7.63 billion, or 1.91 percent of personal income. The number of individuals taking a standard deduction had fallen to 59 percent of all taxpayers.

The portion of taxpayers taking the standard deduction remained in the high 50 percent range until 1969 when it dropped to 53 percent—a year in which charitable contributions by individuals reached $14.71 billion or 1.97 percent of personal income.

Beginning in 1971, the portion of individuals taking the standard deduction began to grow, and the percent of individual contributions related to personal income began to fall.

Individual contributions began the decade of the 70s at 1.99 percent of personal income and finished the decade at 1.90 percent. In the same period, the per-

Itemized Contributions by State, 1977

State	Contributions	
	Number of returns	Amount (000)
United States, total	21,528,197	$17,266,462
Alabama	277,521	305,321
Alaska	54,252	45,059
Arizona	272,696	215,438
Arkansas	109,569	127,498
California	3,166,743	2,196,078
Colorado	358,570	227,286
Connecticut	309,241	253,750
Delaware	62,330	53,103
District of Columbia	71,040	70,249
Florida	683,689	690,932
Georgia	406,171	365,249
Hawaii	108,344	56,849
Idaho	77,434	81,274
Illinois	1,142,298	959,050
Indiana	357,243	321,958
Iowa	253,896	179,560
Kansas	200,166	172,808
Kentucky	261,676	191,300
Louisiana	268,715	237,742
Maine	59,414	40,149
Maryland	596,103	447,877
Massachusetts	675,874	382,433
Michigan	1,110,082	803,744
Minnesota	522,100	344,412
Mississippi	152,841	171,172
Missouri	368,736	346,493
Montana	53,150	36,547
Nebraska	114,509	86,426
Nevada	74,941	59,920
New Hampshire	63,899	40,565
New Jersey	900,249	666,998
New Mexico	83,314	76,803
New York	2,358,303	1,724,644
North Carolina	416,960	372,010
North Dakota	47,425	34,287
Ohio	885,533	595,962
Oklahoma	200,046	212,810
Oregon	243,651	203,068
Pennsylvania	976,607	783,777
Rhode Island	81,988	53,108
South Carolina	227,273	222,559
South Dakota	29,145	25,806
Tennessee	247,150	302,862
Texas	851,494	995,913
Utah	164,513	240,766
Vermont	32,162	25,026
Virginia	523,065	406,044
Washington	390,360	295,642
West Virginia	62,077	61,511
Wisconsin	510,181	298,469
Wyoming	31,970	29,218
APO FPO	7,992	3,255
Puerto Rico	2,579	1,332
U.S. citizens abroad	20,917	25,163

Source: Unpublished Data, Statistics of Income, Individual Income Tax Returns, 1977, Internal Revenue Service, April, 1980.

Average Contributions

Household Income	Itemizers	Nonitemizers	Ratio
Under $5,000	$ 203	$112	1.8
$5,000-9,999	300	165	1.8
$10,000-14,999	324	249	1.3
$15,000-19,999	652	222	2.9
$20,000-49,999	658	281	2.3
$50,000 and over	1,253	227	5.5
Total	$ 652	$210	3.1

Average Contributions

	Itemizers	Nonitemizers	Non-Filers
Religious Organizations	$435	$139	$ 93
Education	67	19	17
Hospitals	27	12	1
Health and Welfare	60	28	12
Other Organizations	42	16	23
Total	$652	$210	$141

Source: Gallup—CONVO Poll

Average Deductions, 1977 Individual Itemized Returns

Adjusted Gross Income	Contributions	Medical, Dental	Taxes
$ 8,000- 10,000	$ 524	$1,100	$1,147
10,000- 12,000	527	882	1,179
12,000- 14,000	475	806	1,242
14,000- 16,000	479	669	1,421
16,000- 20,000	545	632	1,640
20,000- 25,000	563	505	1,954
25,000- 30,000	676	520	2,300
30,000- 50,000	893	551	3,124
50,000-100,000	1,965	748	5,488

Preliminary IRS Data (1977) Itemized Returns

centage of itemizers had fallen from a high of 48 percent to its estimated 29 percent in 1978 and 31 percent for 1979.

A Quarter Century of Giving by BEQUEST

Year	Amount
1955	$ 237
1956	239
1957	450
1958	451
1959	512
1960	574
1961	650
1962	701
1963	880
1964	951
1965	1.02
1966	1.31
1967	1.40
1968	1.60
1969	2.00
1970	2.13
1971	3.00
1972	2.10
1973	2.00
1974	2.07
1975	2.23
1976	2.36
1977	2.99
1978	2.60
1979	2.23

Americans bequeathed a total of $2.23 billion to charitable institutions and agencies in 1979, a drop of 14.2 percent from the $2.60 billion left a year earlier.

The American Association of Fund-Raising Counsel said the bequests equalled 5.1 percent of all charitable giving during 1979.

The Association's estimate for bequest giving, made on the basis of the totals received by key charitable organizations and the AAFRC's own tabulation of large bequests, is subject to future revision when the Internal Revenue Service issues its compilation of estate tax returns. But those figures are not expected for another year.

During 1979 the AAFRC counted a total of $34.2 million in large bequests to a variety of charitable organizations—a drop of 49.8 percent in the total of $68.2 million recorded by the Association a year earlier.

The total declined more sharply than that recorded by the Council for Financial Aid to Education which reported that a preliminary count of bequests received by a core group of private colleges and universities showed a decrease from $340 million in 1978 to $309 million in 1979.

The latest year for which IRS figures are available is 1977 and during that 12-month period the Service reported that a total of 200,747 returns were filed with a gross estate value of $48.2 billion. Bequests are normally within the five to six and a half percent range of total estate value.

During the past 25 years, bequest giving has totaled $36.68 billion, according to the AAFRC, and as a portion of total charitable giving, it is second only to giving by living individuals.

Charities have put a greater emphasis on bequests over the years since they are viewed by many as a method of building endowment and as a vehicle for modest donors eventually to give a more substantial gift. Some restricted bequests, however, must be used by charities in accordance with the wishes of the donor.

Many charities include a standard bequest form in their mailings to donors—particularly as a part of their annual reports.

In 1955, Americans left a total of $237 million to charities, and that total grew each year. Ten years later,

Large Bequests—1979

Donor-Amount-Recipient

John McCalla Harris—$1 million to
Case Western Reserve University
Ben Kaslo—$5 million to
Wayne State University
Nelson Rockefeller—1,619 primitive pieces of art valued at $5 million to
Metropolitan Museum of Art
Henry J. Knott, Sr.—$4 million to
University of Notre Dame
Mabel Wilson Howells—$3 million to
University of Arkansas
Edward J. Gallagher, Jr.—$1.5 million to
University of Arizona
Sinclair Hamilton—$1.5 million to
Princeton University
Mrs. Catherine Curtis Gheen—$1.1 million to
University of Puget Sound
Margaret Bingham—$1 million to
Hartwick College
Eugene W. Leonard—$1 million to
Dartmouth College
Laura Cole (Estate of)—$1 million in real estate to
University of Oregon
Fannie Knapp Allen—$1 million to
University of Rochester
William & Frederika Gordon—$1 million plus to
University of Southern California

Charitable Bequests
A Historical Summary

Year of Filing	Number Returns Filed	Total Gross Estate (Millions)	Value of Charitable Bequests (Millions)
1959	55,685	$11,648	$ 668.9
1961	64,538	14,622	950.8
1963	78,393	17,007	876.0
1966	97,339	21,936	1,309.5
1970	133,944	29,671	2,132.1
1973	174,899	38,869	1,998.1
1977	200,747	48,202	2,993.9

Source: *Internal Revenue Service, U.S. Treasury Department*

the value of charitable bequests broke the billion dollar mark for the first time, and in 1969 total bequests topped $2 billion.

The highest year on record was 1971 when bequest giving totaled $3.00 billion and during the next five years the total varied between $2 billion and $2.36 billion. In 1977 it climbed again to $2.99 billion, reflecting inflation's impact on the value of securities, real estate and personal objects frequently left to charitable causes.

Two large bequests—each exceeding $2 billion—have not yet reached the charitable organizations designated by the donors as beneficiaries. They were expected to be distributed during 1979 but as of the end of the year were still in probate.

A Quarter Century of Giving by FOUNDATIONS

Year	Amount (million)
1955	$ 300
1956	305
1957	502
1958	505
1959	702
1960	710
1961	702
1962	701
1963	821
1964	830
1965	1.13
1966	1.25
1967	1.40
1968	1.60
1969	1.80
1970	1.90
1971	1.95
1972	2.00
1973	2.00
1974	2.11
1975	2.01
1976	2.13
1977	2.01
1978	2.16
1979	2.24

Philanthropic foundations contributed a total of $2.24 billion to the nation's charitable organizations during 1979, an increase of 3.7 percent from 1978.

The American Association of Fund-Raising Counsel said that foundation giving last year was at a record level, but giving by the nation's foundations had been overtaken for the first time by corporate philanthropy.

Whether corporations would continue to outpace foundations in giving to charitable institutions and agencies is a question that can only be answered with time. Some observers of the philanthropic community believe that foundation giving will decline in the years ahead—not so much in dollars given but as a portion of total philanthropy.

The AAFRC said that in 1979 foundation giving represented 5.2 percent of total giving from all sources, and that is a drop from a year earlier when foundation giving represented 5.5 percent. Ten years ago, foundation giving accounted for 9.2 percent of all philanthropy in America, the AAFRC reported.

One prominent foundation watcher told the American Association of Fund-Raising Counsel that changing policies among foundations would cause a decrease in the number of grants made by charitable foundations but an increase in the size of each grant.

He said foundations were looking even harder at proposals than in the past and that generally speaking foundations would be more receptive to additional grant requests from charitable organizations if they are kept informed of how organizations are using initial grants.

An analysis of data from the Foundation Center shows that over the four-year period beginning in 1976, the percentage of giving in most areas has remained virtually the same, although an increase in the number of grants recorded by the Center's Grants Index each successive year has caused a rise in both the number of grants and the amounts in each category.

The Center's Grants Index records grants of $5,000 and more but because of some reporting lags, a small number of grants made in previous years may be recorded in later periods.

In 1979 the percentage of funding in all categories either increased or remained the same—with the exception of welfare, which showed a drop from 16 percent to 13 percent of the grant dollars awarded.

In examining the subcategories, the largest number of grants as well as most of the grant dollars, went to education. A further breakdown of that segment shows that there were 700 grants to higher education for special projects and 902 grants for general support of higher education.

In the health field, hospitals received 846 grants,

worth a total of $74.6 million; health agencies were given 108 grants which totaled $2.3 million.

The Grants Index recorded a total of 2,375 grants to arts and humanities in 1979, with 425 of them going to museums; 676 for the performing arts and 531 to music. All of the grants to arts and humanities organizations totaled $117.7 million.

The American Association of Fund Raising Counsel reported that 50 of the nation's large foundations had made grants totaling $703.1 million in 1979, a rise of 4.1 percent from the grants made by the same group of foundations a year earlier.

The AAFRC said that the foundations in its sampling reported assets of $13.2 billion, compared with $12.7 billion in 1978.

There are 21,505 active grant making foundations in the United States but of that total, 51 percent of all grant dollars comes from 199 foundations. That group holds 65 percent of all foundation assets.

Those foundations with assets over $100 million made 12,031 grants in the latest compilation published by the Foundation Center. The average grant was for $53,873.

There are 158 foundations in the United States with assets between $25 million and $100 million. In the latest analysis, that group made 18,403 grants averaging $19,680 each.

Nearly half of all foundation grants come from the smaller foundations—those with assets of under $25 million.

Totally, they account for roughly one-third of all foundation assets. They make a larger number of grants than the bigger foundations, and the grants average anywhere from $3,000 to $11,000.

In the most recent analysis of foundation grants by size and type of foundation, small foundations made a total of 185,951 grants.

Grants by Field of Activity

	Number of Grants	Amount (millions)	Percent
1977			
Education	3,068	$200	26
Health	2,135	167	22
Sciences and Technology	2,710	135	17
Welfare	3,264	100	13
Humanities	1,536	66	9
Int'l Activities	1,103	85	11
Religion	460	17	2
	14,276	$770	100%
1978			
Education	3,862	$233	28
Health	2,372	164	20
Sciences and Technology	2,633	141	17
Welfare	3,522	132	16
Humanities	1,666	87	11
Int'l Activities	890	49	6
Religion	452	16	2
	15,397	$822	100%
1979			
Education	4,868	$312	29
Health	2,616	212	20
Sciences and Technology	3,707	211	19
Welfare	4,121	144	13
Humanities	2,375	188	11
Int'l Activities	1,254	70	6
Religion	546	22	2
	19,487	$1,089	100%

Source: *The Foundation Center*

State Distribution of Grants and Grant Money for the 1979 Annual Cumulation

State	Grants Given Amount	Grants Given Number	Grants Received Amount	Grants Received Number
Alabama			$ 3,636,972	77
Alaska			1,266,100	29
Arizona			1,970,304	70
Arkansas	$ 320,716	15	3,102,312	72
California	65,903,151	1,646	86,741,962	2,011
Colorado	10,149,942	305	21,613,146	405
Connecticut	25,970,393	731	22,574,712	489
Delaware			956,640	32
Dist. of Columbia	7,809,348	319	57,968,280	1,053
Florida	6,228,544	189	6,994,443	202
Georgia	12,532,593	88	24,050,902	225
Hawaii	808,192	81	1,606,579	98
Idaho			261,823	17
Illinois	28,620,043	921	39,062,430	977
Indiana	29,232,721	213	26,013,976	306
Iowa	226,500	7	2,517,750	70
Kansas	106,000	5	1,474,384	43
Kentucky	4,460,155	50	6,447,126	116
Louisiana	1,394,161	16	4,983,456	105
Maine			3,274,095	23
Maryland	616,388	22	14,191,199	185
Massachusetts	4,491,600	235	45,377,785	905
Michigan	119,170,923	1,489	61,358,832	776
Minnesota	40,767,329	1,038	34,528,933	754
Mississippi			1,698,741	50
Missouri	5,309,771	272	11,808,419	270
Montana			249,070	22
Nebraska			871,825	39
Nevada	5,815,456	18	4,695,529	20
New Hampshire	97,000	10	1,721,739	81
New Jersey	86,284,428	763	28,060,200	611
New Mexico	162,148	10	1,579,590	53
New York	372,179,841	6,282	207,516,330	3,413
North Carolina	22,401,407	239	29,747,374	365
North Dakota			1,628,860	17
Ohio	20,319,067	688	29,876,172	664
Oklahoma	15,627,824	57	11,583,166	87
Oregon	323,270	28	8,639,480	148
Pennsylvania	99,738,633	1,897	85,889,863	1,489
Rhode Island	750,013	49	3,124,438	87
South Carolina	1,734,105	39	6,827,094	98
South Dakota			869,067	22
Tennessee			5,588,630	150
Texas	81,648,550	1,229	89,997,999	1,263
Utah	264,784	6	2,951,924	45
Vermont	290,255	11	1,179,291	43
Virginia	775,808	34	17,377,520	234
Washington	7,494,310	198	7,198,571	238
West Virginia	29,289	4	3,250,789	72
Wisconsin	8,659,366	283	11,790,757	213
Wyoming			365,970	14
Total	$1,088,714,024	19,487	$1,048,062,549	18,848

Source: *The Foundation Center*

COMMUNITY FOUNDATIONS

The Council on Foundations, which represents the interests of community foundations in America, reported that there were a total of 235 community foundations last year, or five more than in 1978.

Community foundations made a total of $90 million in grants in 1979, an increase of 3.4 percent from the estimated $87 million in grants made a year earlier, the Council reported.

Totally, assets held by community foundations exceed $1.4 billion and four of them—the New York

Some Leading U.S. Private Foundations Ranked by Payment of Grants (000)

Foundations	1978 Grant Payments	1979 Grant Payments	Assets At Year-End (Market Value)	Estimated 1979 Federal Excise Tax Liability
Ford Foundation	$132,311	$109,633	$ 2,300,000	$ 4,500
The Andrew W. Mellon Foundation	42,681	50,796	827,000	1,831
The Rockefeller Foundation	42,535	44,043	905,572	1,067
W. K. Kellogg Foundation	41,656	43,679	792,274	948
The Pew Memorial Trust	35,891	41,467	890,220	1,360*
The Robert Wood Johnson Foundation	44,776	39,500	877,608	741
Rockefeller Brothers Fund	19,811	32,642	160,654*	215*
Charles Stewart Mott Foundation	28,453	28,938	107,184	630
The Kresge Foundation	25,269	27,910	608,575	758
The Duke Endowment	28,426	27,284	363,590	700
Lilly Endowment, Inc.	21,041	20,704	812,877	561
Carnegie Corporation of New York	13,096	13,857	295,412	402
Houston Endowment Inc.	12,398	13,658	263,000*	280
Alfred P. Sloan Foundation	13,437	13,141	252,000	318
Richard King Mellon Foundation	9,400	12,909	274,474	413*
The Edna McConnell Clark Foundation	10,650	11,396	199,000	276
The James Irvine Foundation	7,389	9,358	208,451	193
The Henry J. Kaiser Family Foundation	6,465	8,968	186,110	257
The Vincent Astor Foundation	6,081	8,505	54,201	78*
The Bush Foundation	8,523	8,303	217,830	296
Amon G. Carter Foundation	6,223	8,219	102,249	197
Moody Foundation	2,906	8,205	210,000*	325*
The Commonwealth Fund	6,885	7,605	129,096	169
The Robert A. Welch Foundation	6,881	7,333	123,210	202
The Surdna Foundation	7,189	7,212	116,357	173
Northwest Area Foundation	5,051	6,870	114,339	150
William Penn Foundation	6,018	6,847	101,922	85
Frank E. Gannet Newspaper Foundation, Inc.	5,069	6,317	201,000	152
William R. Kenan Jr. Charitable Trust	4,504	5,637	100,843	none
Charles F. Kettering Foundation	5,445	5,509	74,519	82
The John A. Hartford Foundation	4,195	5,309	118,561	173
Z. Smith Reynolds Foundation	4,834	5,096	83,746**	120**
John Simon Guggenheim Memorial Foundation	5,000	5,081	85,769	130
Sarah Scaife Foundation	5,606	4,775	97,973	113
The George Gund Foundation	4,340	4,643	80,000*	110
Claude Worthington Benedum Foundation	4,240	4,240***	74,000***	90***
Howard Heinz Endowment	3,260	4,116	77,969	69
Callaway Foundation, Inc.	4,846	3,934	82,012	129
The Charles A. Dana Foundation, Inc.	5,883	3,682	96,211	120
The Henry Luce Foundation, Inc.	2,935	3,447	78,455	59
El Pomar Foundation	3,271	3,412	72,000	67
Charles Hayden Foundation	3,267	3,061	71,760	89
Smith Richardson Foundation, Inc.	2,829	2,746	73,399	73
Mary Flagler Cary Charitable Trust	3,230	2,497	65,432	79
William T. Grant Foundation	1,678	2,445	61,000	61
Research Corporation	2,527	2,340	44,732	54
Tinker Foundation Incorporated	1,634****	1,817****	28,794	42
The John and Mary R. Markle Foundation	2,217	1,529	47,574	83
The Danforth Foundation	1,533	1,269	68,135	76
Elliott White Springs Foundation	1,101	1,201	18,864	32
Totals	$674,886	$703,085	$13,195,953	$19,128

*Estimate
**Includes assets and excise taxes of two trusts
***1978 figures
****Grants & fellowships

Community Trust, the Cleveland Foundation, the Chicago Community Trust and the San Francisco Foundation—have assets which if combined would total more than three-quarters of a billion dollars.

A recent analysis of giving by community foundations showed they made a total of 12,071 grants, with the average gift being $7,281.

Community foundations are much like private foundations, but they do have special characteristics.

Most are classified by IRS as public charities, rather than private foundations, and their funds are usually from many donors, rather than a single donor as in the case of a private foundation.

Grants made by community foundations are directed nearly without exception to the immediate community or region in which the foundation operates.

Community foundations appear to be similar to federated fund-raising programs, but they are essentially different in that they encourage and manage funds which are held separately or as part of a general fund and are maintained as permanent endowments for all charitable purposes. Federated programs, on the other hand, make annual appeals for funds not retained in endowment but used for the on-going support of agencies providing direct services.

During the past quarter century, foundation giving to charitable organizations has risen from an estimated $300 million in 1955 to its current level of $2.24 billion.

While foundation giving is directly affected by the value of foundation holdings—and they have not always experienced good years—the nation's foundations have increased their annual level of giving every

year with the exception of four years—1961, '62, '75, and '77.

Totally, over the past 25 years, foundations in the United States have contributed $33.77 billion to the nation's charitable institutions and agencies.

A
Quarter Century
of Giving by

CORPORATIONS

	Contributions	Pretax Net Income (billions)	Percent of Pretax Net Income
1955	$ 415	$ 48.4	0.86%
1956	418	48.6	0.86
1957	419	46.9	0.89
1958	395	41.1	0.96
1959	482	51.6	0.93
1960	482	48.5	0.99
1961	512	48.6	1.05
1962	595	53.6	1.11
1963	657	57.7	1.14
1964	729	64.7	1.13
1965	785	75.2	1.04
1966	805	80.7	1.00
1967	830	77.3	1.07
1968	1.005	85.6	1.17
1969	1.055	83.4	1.26
1970	797	71.5	1.11
1971	865	82.0	1.05
1972	1.009	96.2	1.05
1973	1.174	115.8	1.01
1974	1.200	126.9	0.95
1975	1.202	120.4	1.00
1976	1.465†	156.0	0.94
1977	1.700†	177.1	0.96
1978	2.070†	206.0	1.00
1979	2.300†	237.0	0.97

†AAFRC Estimate

America's corporations contributed a total of $2.30 billion to charitable organizations in 1979, an increase of 11.1 percent from the revised total of $2.07 billion in 1978.

The American Association of Fund-Raising Counsel said the 1979 giving was the highest ever by the business community and as a portion of preliminary pretax net income—which the government said was $237 billion—corporate giving equalled 0.97 percent, down from 1978's 1.00 percent.

The Association reported it had revised its 1978 estimate for corporate giving to take into account the results of later surveys of gifts by business to charitable organizations. Final corporate giving totals do not become available for at least three years when they are tabulated from corporate tax returns by the Internal Revenue Service.

The AAFRC estimate for corporate giving is made each year and is based on reports from key charitable organizations which traditionally receive support from the business community and on surveys conducted by umbrella organizations.

One of those studies, conducted each year by Anne Klepper and Kathryn Troy of The Conference Board and Hayden W. Smith of the Council for Financial Aid to Education, showed an overall increase of 16.7 percent in contributions reported by 759 companies in 1978 compared with those reported by 814 companies in 1977.

The study showed a small shift in the distribution of corporate contributions—with education slightly surpassing the health and welfare category for what is believed to be the first time.

Whether this becomes a trend remains to be seen, but the Conference Board-CFAE study paralleled an overall shift in giving by all sources in 1978 when the education category received 14.0 percent of all gifts and the health and hospitals category received 13.8 percent. That was the first year during which giving to education surpassed health and hospital philanthropy.

The most significant finding of the survey disclosed an immense increase in the total given by business corporations to company foundations over what the foundations reportedly paid out to charitable organizations.

A total of 249 companies reported they made grants that totaled $418.7 million to company foundations in 1978, as opposed to $285.1 million made by 248 companies a year earlier.

The company foundations made a total of $277.5 million in grants to charitable organizations in 1978, leaving a net gain of $141.2 million; a year earlier, company foundations paid out $240.9 million to charities, for a net gain in their assets of $44.2 million.

For the three years ending in 1978, the difference in company foundation receipts and corporate foundation grants totaled nearly $200 million.

But the increase in company foundation assets is basically a rise in reserves for future charitable giving that is aimed at sustaining total corporate contributions in the event of a future drop in corporate profits. When such a downturn did occur—in 1975—previously accumulated foundation reserves not only sustained corporate foundation giving, but also provided a small increase even though company grants to the sponsored foundations were down significantly from 1974.

The Internal Revenue Service includes grants that companies make to their foundations in overall corporate giving totals, but excludes grants made by the foundations to charitable organizations.

Although the grants to the foundations and the payment by the foundations to charitable groups may vary significantly from year to year, they do tend to balance out over the course of the business cycle.

Corporate giving in the past quarter century has grown from less than a half-billion in 1955 to its present, record

The Contributions Dollar, 1976 to 1978

	1978 759 Companies		1977 814 Companies		1976 773 Companies	
	Thousands of Dollars	% of Total	Thousands of Dollars	% of Total	Thousands of Dollars	% of Total
Health and Welfare						
Federated drives: e.g., United Ways	$142,085	20.5	$128,511	21.6	$116,159	22.4
National health agencies	6,551	0.9	4,763	0.8	4,336	0.8
National welfare agencies	4,495	0.7	5,409	0.9	4,401	0.9
Hospitals						
Capital grants	24,548	3.5	23,632	4.0	20,965	4.0
Operating grants	6,138	0.9	5,433	0.9	4,765	0.9
Employee matching gifts for hospitals	292	*	262	*	164	*
Youth agencies (e.g., Boys Clubs, Boy & Girl Scouts, YMCA)	21,892	3.2	19,216	3.2	16,703	3.2
†Agencies for senior citizens/elderly	1,690	0.2	—	—	—	—
Other local health and welfare agencies	28,328	4.1	25,027	4.2	20,404	3.9
Capital grants excluding hospitals	—	—	—	—	—	—
Subcategory not identifiable	19,832	2.9	15,367	2.6	15,168	2.9
Total health and welfare	225,851	36.9	227,620	38.3[a]	203,065	39.3[a]
Education						
Higher education institutions						
Unrestricted operating grants	43,826	6.3	34,780	5.9	32,106	6.2
Student financial aid (funded through college or university)	13,347	1.9	12,663	2.1	9,663	1.9
Departmental and research grants	41,816	6.0	31,559	5.3	29,012	5.6
Capital grants (including endowment)	32,428	4.7	31,067	5.2	30,355	5.8
Employee matching gifts for education	25,229	3.6	22,449	3.8	16,992	3.3
Grants to state and national fund-raising groups	12,068	1.7	10,929	1.8	9,332	1.8
Pre-college educational institutions:						
†Employee matching gifts	1,852	0.3	—	—	—	—
All other support	5,209	0.7	6,434	1.1	6,413	1.2
Scholarships and fellowships (other than those reported above)	20,353	2.9	18,711	3.1	15,869	3.1
Education-related organizations:						
††Economic education	11,488	1.7	7,694	1.3	6,178	1.2
All other support	11,587	1.7	13,715	2.3	9,755	1.9
Other	17,649	2.5	15,226	2.6	11,440	2.2
Subcategory not identifiable	19,408	2.8	14,776	2.5	15,335	3.0
Total education	256,260	37.0[a]	212,309	37.0	186,272	37.3[a]
Culture and Art						
Music	10,071	1.5	7,432	1.3	5,856	1.1
Museums	17,164	2.5	11,819	2.0	10,035	1.9
Public TV/Radio	11,299	1.6	9,493	1.6	6,422	1.2
Arts Funds or Councils	5,608	0.8	4,536	0.8	3,634	0.7
Theaters	4,008	0.6	3,445	0.6	2,279	0.4
Cultural Centers	6,686	1.0	5,308	0.9	4,421	0.9
Dance	1,516	0.2	774	0.1	561	0.1
Libraries (other than academic)	2,193	0.3	2,011	0.3	1,245	0.2
Employee matching gifts for culture and art	402	*	191	*	61	*
Other	5,120	0.7	3,583	0.6	3,837	0.7
Subcategory not identifiable	5,939	0.9	4,576	0.8	3,822	0.7
Total culture and art	70,006	10.1	53,168	9.0	42,173	8.2[a]
Civic Activities						
Community improvement	28,779	4.2	26,321	4.4	21,940	4.2
Environment and ecology	11,190	1.6	15,097	2.5	7,940	1.5
Justice and law	3,317	0.5	3,122	0.5	2,468	0.5
Housing and urban renewal	5,627	0.8	2,655	0.5	2,854	0.6
Research organizations, other than academic (e.g., Brookings, CED, etc.)	7,921	1.1	7,016	1.2	5,599	1.1
Other	11,714	1.7	9,809	1.7	10,992	2.1
Subcategory not identifiable	10,464	1.5	4,269	0.7	5,218	1.0
Total civic activities	79,012	11.4	68,289	11.5	57,011	11.0
Other						
Religious activities	1,493	0.3	1,832	0.3	1,010	0.2
†Women's causes	1,721	0.2	—	—	—	—
Groups in U.S. whose principal objective is aid to other countries	6,644	1.0	5,803	1.0	3,872	0.7
Activities other than above	18,326	2.6	15,560	2.6	14,599	2.8
Subcategory not identifiable	3,859	0.5	1,593	0.3	2,048	0.4
Total other	32,043	4.6	32,482	4.2	27,707	4.2
Dollars not identifiable because donee is unknown[b]	—	—	—	—	—	—
Grand Total	693,168	100.0	593,868	100.0	516,228	100.0

*Less than 0.1 percent.
[a]Subcategory percentages do not add up to this total because of rounding.
[b]Does not total 100 percent because of rounding.
†This subcategory was introduced for the first time in the 1978 survey.
††This subcategory was transferred to education in the 1978 survey; it had formerly been included in the "Other" category.

Source: Annual Survey of Corporate Contributions, 1978, The Conference Board; Council for Financial Aid to Education.

breaking level. In the past 25 years, giving by corporations in America totalled $23.32 billion.

It increased slightly between 1955 and 1957 but then when corporate profits fell by a little more than a billion and a half dollars, corporate giving declined by $24 million.

It wasn't until 1961 that corporate giving as a portion of pretax net income rose above 1 percent. In that year the $512 million in corporate gifts equalled 1.05 percent of income before taxes. As profits continued to reach record high levels, giving, too, increased and as a portion of pretax net income giving reached 1.26 percent in 1969, the highest on record.

Corporate giving broke the billion dollar mark in 1972 when it reached $1.009 billion and equalled 1.05 percent of pretax net income. While giving increased consistently, profits grew even faster and as a result, corporate giving as a portion of net income fell below the one percent mark in 1974, '76 and '77.

It hit one percent again in 1978 but last year declined to 0.97 percent.

Contributions as a Percent of Domestic Pretax Net Income, 1978—
Companies Grouped by Industry Class

Industrial Classification	Number of Companies	Domestic Pretax Net Income ($ Millions)	Contributions ($ Thousands)	Percent of Contributions to Domestic Pretax Net Income: All Companies[1]	Percent of Contributions to Domestic Pretax Net Income: 75th percentile[2]
Chemicals	22	$ 3,852	$ 28,073	0.73%	1.14%
Electrical machinery and equipment	15	4,799	29,720	0.62	1.13
Fabricated metal products	17	477	3,363	0.71	1.19
Food, beverage and tobacco	31	3,609	28,922	0.80	1.79
Machinery, nonelectrical	34	2,392	18,358	0.77	1.31
Mining	5	208	2,807	1.35	*
Paper and like products	18	2,121	25,835	1.22	1.29
Petroleum and gas	23	10,443	66,093	0.63	0.54
Pharmaceuticals	6	893	10,040	1.12	*
Primary metal industries	13	1,194	9,521	0.80	1.70
Printing and publishing	5	281	3,081	1.10	*
Rubber and miscellaneous plastic products	9	280	5,867	2.10	*
Stone, clay and glass products	7	265	2,174	0.82	*
Textiles	13	547	5,430	1.00	1.50
Transportation equipment	16	9,343	42,701	0.46	0.95
Total: Manufacturing	234	40,704	281,985	0.69	1.24
Banking	82	3,190	35,345	1.11	1.68
Business services	4	166	968	0.58	*
Engineering and construction	8	565	2,311	0.41	*
Finance	10	686	4,661	0.68	2.08
Insurance[3]	87	6,344	29,079	0.46	0.76
Merchandising	21	3,067	36,967	1.21	1.97
Telecommunications	16	8,655	27,046	0.31	0.36
Transportation	8	1,238	8,070	0.65	*
Utilities	79	9,343	26,135	0.28	0.46
Total: Nonmanufacturing	315	33,254	170,582	0.51	1.20
Total: All Companies	549	73,958	452,567	0.61	1.20

[1]Five companies showing net loss included.

[2]A percentile refers to the percentage of cases below the given point. Thus, the 90th percentile means that 90 percent of the companies give less than the percentage shown—alternatively, only 10 percent give as much or more. A similar definition applies to the 80th, the 75th or any other percentile.

[3]Insurance company figures are based on "net gain from operations after dividends to policyholders and before federal income tax, excluding capital gains and losses"—the closest measure to pretax net income of corporations generally.

*Industries with less than 10 cases are excluded.

Source: *Annual Survey of Corporate Contributions, 1978, The Conference Board, Council for Financial Aid to Education.*

DISTRIBUTION OF CORPORATE CONTRIBUTIONS

	1978 759 companies (millions)		1977* 814 companies (millions)		1976* 773 companies (millions)	
Health and Welfare	$255.9	36.9%	$227.6	38.3%	$203.1	39.3%
Education	256.3	37.0	220.0	37.0	192.4	37.3
Culture and Art	70.0	10.1	53.2	9.0	42.2	8.2
Civic Activities	79.0	11.4	68.3	11.5	57.0	11.0
Other	32.0	4.6	24.8	4.2	21.5	4.2
Total	$693.2	100.0%	$593.9	100.0%	$516.2	100.0%

*Some of the figures for 1976 and 1977 have been adjusted to insure comparability with the classifications used in 1978. Contributions to Economic Education, which were previously included in "Other," are now included in "Education."

Source: *Annual Survey of Corporate Contributions: 1978, The Conference Board, Council for Financial Aid to Education.*

AREAS OF PHILANTHROPIC OPPORTUNITY

A Quarter Century of Giving to RELIGION

	Amount (billions)
1955	$ 3.33
1956	3.75
1957	4.02
1958	4.15
1959	4.56
1960	4.79
1961	5.01
1962	5.25
1963	5.58
1964	5.91
1965	6.51
1966	7.06
1967	7.40
1968	8.22
1969	8.85
1970	9.30
1971	9.98
1972	10.02
1973	10.52
1974	11.94
1975	12.91
1976	14.22
1977	16.93
1978	18.45
1979	20.14

The 80s will probably be a period of relatively high inflation and, for most mainline Protestant communions, predictions are that church membership will continue to decline slowly. A higher per capita gift per member is expected each year with total giving for denominational support being under pressure to keep pace with inflationary increases.

Constant H. Jacquet, Jr.
National Council of Churches of Christ in the USA

Americans contributed a record $20.14 billion to religious causes, institutions and agencies during 1979—more than three times the amount given to any other segment of the philanthropic community.

The American Association of Fund-Raising Counsel said that contributions to religion rose by 9.4 percent from 1978, when total religious giving was calculated at $18.45 billion.

As a portion of total giving throughout the United States, donations to religion accounted for 46.5 percent of the $43.31 billion contributed in 1979.

But while giving to religion continued to reach new record levels and the religion category of philanthropy maintained its historical position as the largest single segment of charitable contributions, there is cause for concern.

Many of those close to the religious communities in America fear that inflation is taking a greater toll among religious organizations than some other charitable groups.

The National Council of Churches, a leading organization reflective of religious thinking in the nation, reported that recent studies show a reversal in the allocation of some religious contributions. The Council said, for example, that one impact of inflation has been a trend among churches to direct contributions toward local and regional programs, rather than national-level programs.

This trend is resulting in a lessening of support for national organizations, such as the NCC.

There is even concern among religious groups about their colleagues, and while the words are not widely spoken, it is obvious the worry is there.

The sudden rise and influence of what friend and foe alike call the "electronic church"—the use of television for mass evangelism—has a number of mainline church officials worried. But they aren't quite sure what they should, or can, do about TV evangelism.

The National Council of Churches' Communications Commission and the U.S. Catholic Conference held a joint two-day meeting on the issue but the more than 200 participants concluded the meeting without any consensus on either the alleged dangers or proposed solutions.

Established religious groups generally feel the threat from the suddenly influential and increasingly prosperous television preachers is twofold—members, and therefore money, are leaving local congregations and getting religion in the comfort of their living rooms, and the religious content of the televised message is too simplistic.

But those associated with the electronic church deny the allegation that they are cutting into the treasuries of the established churches. And they are backed by the views

Attended Church During Average Week Nationwide

NATIONAL	41%
RELIGION	
Protestants	40
Catholics	52
Jews	27
SEX	
Male	36
Female	45
RACE	
White	40
Non-white	43
EDUCATION	
College	42
High School	40
Grade School	43
REGION	
East	41
Midwest	44
South	44
West	30
AGE	
Total Under 30	29
18-24 years	28
25-29 years	31
30-49 years	42
50 & older	48
INCOME	
$20,000 & over	41
$15,000-$19,999	42
$10,000-$14,999	42
$ 7,000-$ 9,999	40
$ 5,000-$ 6,999	38
$ 3,000-$ 4,999	44
Under $3,000	41
POLITICS	
Republican	45
Democrat	42
Independent	35
OCCUPATION	
Prof. & Business	43
Clerical & Sales	40
Manual Workers	36
Non-Labor Force	45
CITY SIZE	
1,000,000 & over	37
500,000-999,999	39
50,000-499,999	39
2,500-49,999	44
Under 2,500, Rural	43
MARITAL STATUS	
Married	43
Single	30
Divorced/separated	28
Widowed	51
Parents	42
Non-Parents	40

Source: Religion in America

of some who feel the electronic church has simply attracted those who have drifted away from participation in their own churches, rather than converts from the already active members of established religions.

Church Attendance

Other problem areas are in church and synagogue attendance, which has fallen slightly in the last year but even more disturbing, has shown a significant drop over the past few years. Church attendance is vital to contributions for religious groups.

Observers of trends in religion have indicated uneasiness about the 80s with a feeling that it will be a decade of serious discontent with traditional values—and of course, religion is a traditional value.

Cause for optimism is seen among the nation's youth—but at the same time there is evidence from an annual survey on religious preference that American youth appear to be restless—they want, according to George Gallup, "a strong religious faith, but at the same time find organized religion to be spiritually lifeless." As a result, Gallup says, "they are intrigued by paranormal and unconventional religions and cults."

The latest Gallup organization study on religion in America did not find any large gains among unconventional religions or cults, but it did show that adults of all ages are eager to "feel fulfilled" and are "flirting with a wide variety of para-religious and mind-expanding movements and activities."

A number of surveys have indicated among young people both a powerful surge of spirituality and a strong interest in service to others, Gallup said. He said that because of this, churches should join these two strong impulses and added that there is evidence that young people would be responsive to new kinds of lay ministries.

Church Membership

Total church membership rose in 1979 to 133,748,776—or more than six out of every ten Americans. The gain of nearly a million in membership was significant, but it was not reflected in attendance at services.

According to the Gallup Poll, four in ten adults

Protestant Giving in 12 Denominations*

Church & Membership	Total Contributions (millions)	Per Capita Gift
American Baptist Churches in the U.S.A. (1.31 million)	$222.88	$169.27
American Lutheran Church (2.37 million)	$333.52	$131.88
Church of the Nazarene (462,724)	$178.46	$385.66
Episcopal Church (2.81 million)	$430.12	$152.77
Lutheran Church in America (2.94 million)	$349.61	$118.84
Lutheran Church—Missouri Synod (2.63 million)	$388.16	$147.51
Presbyterian Church in the U.S. (862,416)	$243.01	$281.77
Seventh-Day Adventists (535,705)	$330.74	$617.39
Southern Baptist Convention (13.19 million)	$1,984.58	$150.45
United Church of Christ (1.77 million)	$270.38	$152.84
United Methodist Church (9.73 million)	$1,264.19	$129.90
United Presbyterian Church in the U.S.A. (2.52 million)	$578.06	$229.35

Total Membership:
41.13 million

Total Contributions:
$6,573.71 (up 9.3%)

Average Per Capita Gift:
$159.83

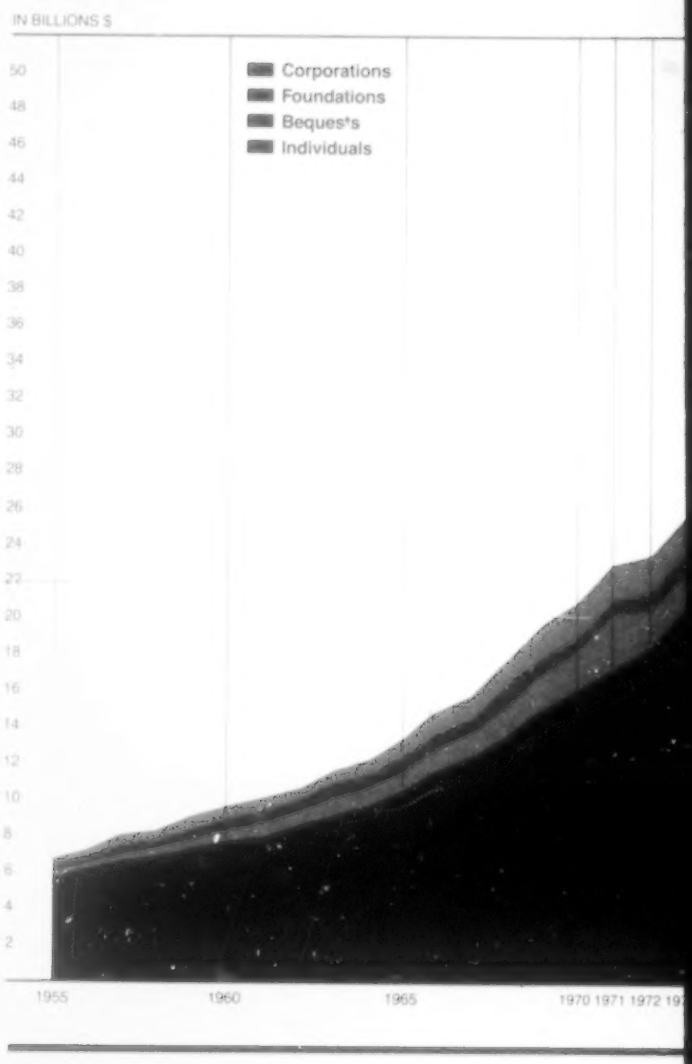
**Inclusive membership figures are given.*

Source: *Yearbook of American and Canadian Churches*
© National Council of Churches (1979)

TOTAL GIVING 1955-79 (in billions)

	Amount
1955	$ 6.66
1956	7.08
1957	7.89
1958	8.14
1959	8.95
1960	9.39
1961	9.82
1962	10.49
1963	11.38
1964	12.06
1965	13.29
1966	14.70
1967	15.78
1968	17.56
1969	19.57
1970	20.75
1971	22.84
1972	23.30
1973	25.60
1974	27.71
1975	29.68
1976	32.54
1977	36.02
1978	39.63
1979	43.31

Donors



The Growth of Philanthropy 1968-79

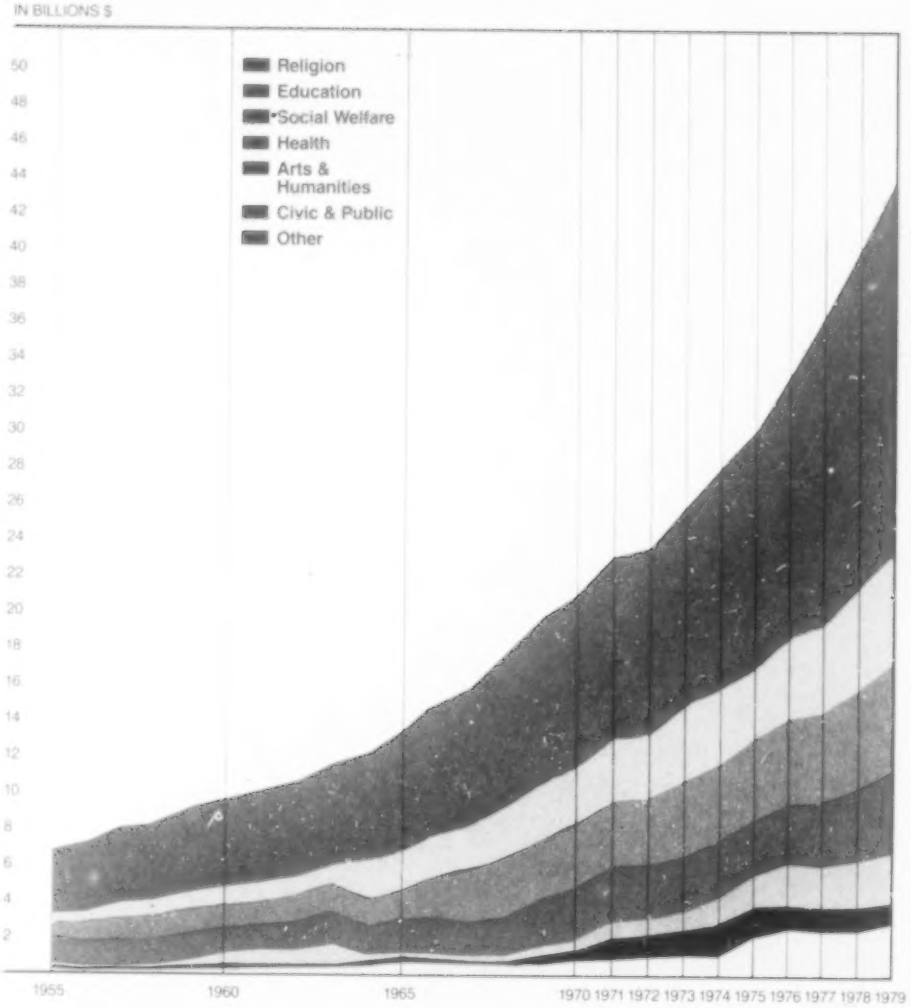
Year	Total Giving (billions)	Gross National Product (billions)	As % of GNP
1968	$17.56	$ 864.2	2.03
1969	19.57	930.3	2.10
1970	20.75	977.1	2.12
1971	22.84	1,054.9	2.16
1972	23.30	1,158.0	2.01
1973	25.60	1,306.3	1.96
1974	27.71	1,406.9	1.97
1975	29.68	1,499.0	1.98
1976	32.54	1,691.4	1.92
1977	36.02	1,887.2	1.91
1978	39.63	2,106.9	1.88
1979	43.31	2,368.8	1.83

Corporations		Foundations		Bequests	
1955	$ .415	1955	$ .300	1955	$ .237
1956	.418	1956	.305	1956	.239
1957	.419	1957	.502	1957	.450
1958	.395	1958	.505	1958	.451
1959	.482	1959	.702	1959	.512
1960	.482	1960	.710	1960	.574
1961	.412	1961	.702	1961	.650
1962	.595	1962	.701	1962	.701
1963	.657	1963	.821	1963	.880
1964	.729	1964	.830	1964	.951
1965	.785	1965	1.13	1965	1.02
1966	.805	1966	1.25	1966	1.31
1967	.830	1967	1.40	1967	1.40
1968	1.005	1968	1.60	1968	1.60
1969	1.055	1969	1.80	1969	2.00
1970	.797	1970	1.90	1970	2.13
1971	.865	1971	1.95	1971	3.00
1972	1.009	1972	2.00	1972	2.10
1973	1.174	1973	2.00	1973	2.00
1974	1.200	1974	2.11	1974	2.07
1975	1.202	1975	2.01	1975	2.23
1976	1.465	1976	2.13	1976	2.36
1977	1.700	1977	2.01	1977	2.99
1978	2.070	1978	2.16	1978	2.60
1979	2.300	1979	2.24	1979	2.23

974 1975 1976 1977 1978 1979

Individuals	
1955	$ 5.71
1956	6.08
1957	6.52
1958	6.79
1959	7.26
1960	7.63
1961	7.96
1962	8.50
1963	9.03
1964	9.55
1965	10.36
1966	11.34
1967	12.15
1968	13.36
1969	14.71
1970	15.92
1971	17.02
1972	18.19
1973	20.43
1974	22.33
1975	24.24
1976	26.59
1977	29.32
1978	32.80
1979	36.54

Recipients



	Religion	Education	Social Welfare	Health & Hospitals	Arts & Humanities	Civic & Public	Other
1955	$ 3.33	$ .733	$1.53	$ .596	$ .199	$ .075	$ .197
1956	3.75	.637	1.42	.920	.142	.070	.142
1957	4.02	.868	1.50	1.01	.159	.079	.254
1958	4.15	.977	1.47	1.14	.163	.082	.160
1959	4.56	1.34	1.43	1.15	.197	.090	.183
1960	4.79	1.50	1.41	1.13	.188	.094	.282
1961	5.01	1.57	1.47	1.18	.195	.098	.297
1962	5.25	1.68	1.57	1.36	.210	.112	.298
1963	5.58	1.93	1.71	1.48	.225	.114	.341
1964	5.91	2.05	1.69	1.45	.205	.157	.598
1965	6.51	2.26	1.86	1.46	.226	.173	.797
1966	7.06	2.35	1.91	2.07	.376	.230	.701
1967	7.40	2.45	1.89	2.82	.379	.231	.610
1968	8.22	2.93	2.11	3.02	.404	.228	.648
1969	8.85	3.17	2.54	3.23	.548	.391	.842
1970	9.30	3.24	2.88	3.40	.623	.415	.892
1971	9.98	3.56	2.92	3.65	.916	.594	1.22
1972	10.02	3.66	2.99	3.77	.930	.650	1.28
1973	10.52	4.10	3.06	4.15	1.25	.610	1.91
1974	11.94	4.14	3.12	4.29	1.30	.770	2.15
1975	12.91	3.95	3.14	4.42	1.72	.890	2.65
1976	14.22	4.49	3.16	4.85	2.31	1.07	2.44
1977	16.93	4.75	3.52	4.90	2.27	1.17	2.48
1978	18.45	5.56	3.97	5.48	2.50	1.18	2.54
1979	20.14	5.99	4.35	5.95	2.70	1.20	2.94

Influence of Religion

	Increasing	Losing	Same	Don't Know
NATIONAL	37%	48%	10%	5%
SEX				
Male	33	49	12	6
Female	41	47	8	4
RACE				
White	36	49	10	5
Non-White	43	40	10	7
EDUCATION				
College	41	47	8	4
High School	36	50	10	4
Grade School	35	41	16	8
REGION				
East	32	55	10	3
Midwest	37	46	10	7
South	38	46	10	6
West	43	45	9	3
AGE				
Total Under 30	37	49	9	5
18-24 years	38	47	11	4
25-29 years	37	50	6	7
30-49 years	37	49	10	4
50 & older	37	47	11	5
INCOME				
$20,000 & over	36	52	10	2
$15,000-$19,999	36	52	8	4
$10,000-$14,999	38	46	9	7
$ 7,000-$ 9,999	42	42	12	4
$ 5,000-$ 6,999	35	46	11	8
$ 3,000-$ 4,999	41	41	11	7
Under $3,000	33	48	13	6
RELIGION				
Protestant	40	46	9	5
Baptist	34	51	9	6
Methodist	41	39	12	8
Lutheran	42	50	5	3
Presbyterian	48	41	9	2
Episcopalian	47	47	1	5
Catholic	32	52	12	4
CITY SIZE				
1,000,000 & over	34	50	9	7
500,000-999,999	44	46	3	7
50,000-499,999	35	46	14	5
2,500-49,999	45	44	8	3
Under 2,500, Rural	33	52	12	3
MARITAL STATUS				
Married	36	50	10	4
Single	40	45	11	4
Divorced/separated	42	45	7	6
Widowed	42	39	11	8

Source: *Religion in America*

Importance of Religious Beliefs (College Students)

	Very important	Fairly important	Not too important	Not at all important	No answer no religious beliefs
TOTAL (1979)	39%	37%	15%	5%	4%
Seniors	36	34	17	6	7
Juniors	44	33	15	6	2
Sophomores	38	41	14	3	4
Freshmen	41	38	15	4	2
Men	33	40	17	5	5
Women	45	33	14	5	3
White	36	38	17	5	4
Non-White	49	35	10	3	3
TOTAL (1975)	39%	35%	16%	7%	3%

throughout the nation attended church or synagogue in a typical week of 1979—and for the most part, it is those who attend services who give to religion.

The Gallup study showed a gradual decline in attendance with 40 percent attending services in 1979, compared with 41 percent in 1978.

While the portion of Americans attending service slipped only slightly from one year to the next, the trend shows an overall decrease since 1958 when 49 percent of all Americans attended services in a typical week.

Sharp differences are noted by age.

Approximately one-third of young adults—18 to 20 years old—attended services weekly in 1979 but the proportion drops sharply among those between 21 and 24 years of age with about one-fourth of that group attending services weekly.

A gradual increase then begins with young adults getting married and raising families, and the proportion in-

creases even more as persons become older, not tapering off until about the age of 70 and older.

The Gallup study showed that those who live in the middle west—and particularly those in the west central states—are most likely to attend services frequently while those in the western and Pacific states attend the least.

Among residents of the eastern portion of the nation, 38 percent said they attended regularly while 41 percent of those living in the southern part of the country attended weekly.

In examining attendance according to religious affiliation, it appears that a greater portion of Catholics attend weekly services than do Protestant or Jews.

Weekly attendance among Catholics averaged 52 percent, which matched the percentage in the 1978 survey. The Protestant attendance figure for 1979 was also the same as in 1978—40 percent; but the Jewish attendance average dropped from 27 percent in 1978 to 20 percent in 1979.

While attendance is directly related to giving to churches, the declines in regular attendance have been more than offset by increases in giving by those who do attend, thus resulting in an overall rise in contributions.

But religious leaders do point out that if attendance were higher, contributions would be, too, and this would take some of the pressure of inflation away from the churches.

Religious Preference

The breakdown of religious affiliations among Americans who are members of churches and synagogues—but do not necessarily all attend services on a regular basis—shows there are 73,704,162 Protestants who belong to 186 different bodies. There are 300,676 Protestant churches in the United States.

The Jewish community in America has been estimated at 5,781,000 and there are an estimated 3,550 synagogues and temples in the nation, including mainly Orthodox, Conservative and Reform.

Eastern Church members totaled 3,632,555 from 17 bodies and they worship in 1,583 churches, while Buddhist membership totaled at least 60,000 with 60 churches.

VALUE OF NEW CONSTRUCTION OF RELIGIOUS BUILDINGS IN CURRENT AND 1972 DOLLARS (In Millions of Dollars)

Year	Current Dollars	1972 Dollars
1970	$ 931	$1,056
1971	813	859
1972	845	845
1973	814	754
1974	918	711
1975	867	626
1976	956	690
1977	1,059	717
1978	1,244	749

Source: *National Council of Churches*

Large Gifts to Religion—1979
Donor: Amount:Recipient

Fairleigh Dickinson—$2 million to *Washington Cathedral*
Vincent Astor Foundation—$1 million to *Protestant Episcopal Church*
Vincent Astor Foundation—$1 million to *Seamen's Church Institute of N. Y.*

Old Catholic, Polish National Catholic and Armenian Catholics totaled 800,684 members of nine bodies with 421 churches.

Miscellaneous—which includes Spiritualists, Ethical Culture Movements and Unitarian—Universalists—totaled 160,340 from seven bodies with 188 churches.

The latest available data on Catholics in the United States are published by P.J. Kennedy and Sons in the Official Catholic Directory. That shows a total of 49,602,035, or a decline of 234,141 Catholics from 1978.

The total breaks down to 32 Archdioceses, which reported a loss in members of 360,518 and 138 Dioceses, which showed an increase of 126,377.

Giving Patterns

The National Council of Churches' latest study of giving patterns among Protestant churches shows that per capita giving to ten major denominations had increased by 11 percent but a sharp drop in membership among those groups held total contributions to a gain of 8.5 percent.

The ten denominations showed a total membership of 24.9 million, a decline of more than a half-million from year-earlier figures. Contributions to those churches totaled $4.25 billion, an increase of 8.5 percent.

NCC reported that a total of 42 American denominations participated in its most recent study of giving to religion and they reported contributions of $7.45 billion. But because the number of denominations providing statistics to NCC varies each year, direct comparisons for the figures are not possible. However, average figures do give a picture of the churches' financial growth.

The Council said that the typical member of the 42 denominations gave $176.37 in the most recent study, compared with $159.33 in the sampling taken a year earlier. For the 42 religious groups participating in the survey, that increase averaged 10.7 percent.

Giving is greatest among those who tithe. The Seventh Day Adventists, for example, reported that per capita contributions reached an amazing $617.39, while total donations to the church were reported to be $330.73 million, compared with $314.67 million a year earlier.

The Southern Baptist Convention which leads all Protestant Churches in giving, topped $2 billion for the first time in 1979 and said a three-year decline in Baptisms had ended. The denomination said that gifts in 1979 reached $2.2 billion, a gain of 11.9 percent from 1978.

Church Construction

The National Council of Churches reported that the value of new construction of religious buildings increased in 1978, both in current dollars and in constant dollars. It

was the third successive year that an increase was noted, after a constant decrease throughout most of the 70s.

New construction of religious buildings reached a peak in the early 1960s and since then it has slowed steadily until the upturn first noted in 1976.

It is estimated by Constant H. Jacquet, Jr., of the NCC, that new religious construction was valued in real terms at two-and-a-half times as much in 1962 as in 1979, and nearly one-and-a-half times as much in 1970 as in 1978.

The general decline parallels the decline in the growth of church membership and birth rates as well as the rapid increase in building costs associated with the 1970s.

Giving to religion totaled $3.33 billion in 1955, less than one sixth of what it was in 1979.

Totally, over the past quarter century, Americans have given $218.8 billion to religious organizations, institutions and agencies with the great majority of it coming from individual donations.

A
Quarter Century
of Giving to

EDUCATION

	Amount (billions)
1955	$ 733
1956	637
1957	868
1958	977
1959	1.34
1960	1.50
1961	1.57
1962	1.68
1963	1.93
1964	2.05
1965	2.26
1966	2.35
1967	2.45
1968	2.93
1969	3.17
1970	3.24
1971	3.56
1972	3.66
1973	4.10
1974	4.14
1975	3.95
1976	4.49
1977	4.75
1978	5.56
1979	5.99

Educational fund raising in the 80s will probably be characterized by increasing financial support but from a smaller number of donors. These donors will be more sophisticated in their methods of giving and will expect measurable results from the institution.

Dr. James L. Fisher,
President, Council for Advancement and Support of Education

America's educational institutions and other educational purposes received $5.99 billion in contributions during 1979, making education the second-largest recipient of philanthropic dollars in the United States.

The increase in donations to education from 1978's $5.56 billion was 7.7 percent, the American Association of Fund-Raising Counsel said.

The Association reported that 1979 was the second consecutive year that giving to education outpaced health and hospital philanthropy—which for many years maintained a position directly behind religion as the second-largest recipient of philanthropic contributions.

Whether education will continue to remain the second-largest donee group among the nation's charities remains to be seen, however, since the gap between health and education is not that great.

The overall percentage increase in giving to education was larger than that reported by the Council for Financial Aid to Education, which each year measures giving to colleges and universities.

The CFAE reported that preliminary results of its study among more than 1,000 colleges and universities showed an increase in giving of 6.3 percent, which brought total philanthropy to higher education institutions to $3.23 billion, compared with $3.04 billion in 1978.

In examining the donor breakdowns of CFAE's survey it appears that significant drops in giving by nonalumni and religious groups from their year-earlier levels held the total gain down.

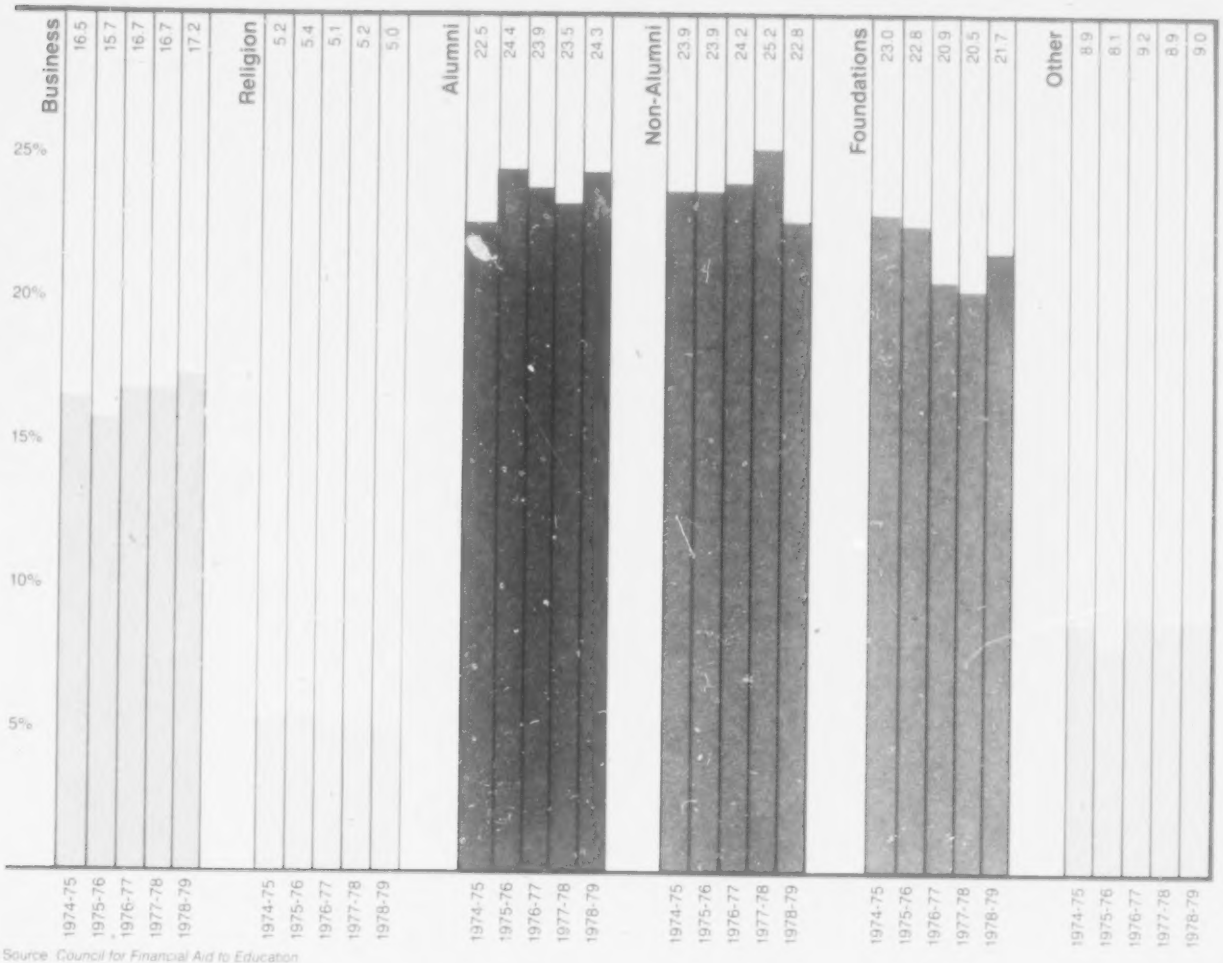
But the increases in giving by business in the United States and by individuals—at least those who are alumni of many of the nation's colleges and universities—enabled the institutions to chalk up an overall rise in support of more than six percent, although that meant higher education lost measurable ground because of the 13.3 percent inflation rate.

An analysis of the CFAE study shows that the increase in overall giving by business in the United States benefited higher education.

Total corporate gifts increased in 1979 by 11.1 percent and corporate philanthropy to higher education rose by 9.4 percent, reaching $556 million. The $48 million increase from 1978's $508 million is attributable to record profits both in 1978 and last year. The 1979 increase in corporate giving to the nation's colleges and universities was not, however, as large as it was in 1978 when it equalled 13.9 percent.

Giving by alumni showed a rise of 9.8 percent in the

Giving to Higher Education



Source: Council for Financial Aid to Education

most recent study. In 1979 alumni giving reached $785 million, compared with $714 million in 1978.

Preliminary figures from CFAE showed gifts from nonalumni declined slightly last year after an 18.6 percent increase in 1978.

Nonalumni contributions to institutions of higher education totaled $736 million in 1979, compared with $766 million a year earlier.

Contributions from religious organizations—which in 1978 rose by an impressive 16.2 percent—increased 1.9 percent last year and totaled $161 million. A year earlier, religious organizations contributed $158 million to higher education. The smaller increase in contributions by religious organizations may be a result of local churches holding a greater share of their money for their own use and not sending as much of it to national organizations. That is reflective of higher local operating costs among the churches.

Foundations increased their giving to higher education significantly in 1979, with gifts reaching $701 million, or 12.5 percent above the $623 million contributed a year earlier.

The "other" category—including nonchurch groups and miscellaneous sources—contributed $291 million in 1979, an increase of 7.4 percent from the $271 million given a year earlier.

Independent Schools

The National Association of Independent Schools reported in April that 533 of its member schools had a rise in giving of 9.4 percent last year over 1978 levels.

NAIS said a breakdown of giving patterns shows that alumni gave 26.1 percent of the total; parents 21.9 percent; foundations 20.0 percent; grandparents 1.7 percent; bequests accounted for 7.0 percent; deferred gifts for 1.4 percent; friends and others for 19.1 percent and corporate gifts for 2.8 percent.

Because most of the schools include trustee giving under different categories, the NAIS asked its members if they would break out trustee gifts as a separate item.

All together, trustee gifts accounted for 15 percent of total support and breaking it down, trustee giving represented 11.2 percent of all annual support received by

Independent Schools Gift Support, 1978-79

(in thousands of dollars)

Schools	Alumni		Parents		Foundations	
	Annual	Capital	Annual	Capital	Annual	Capital
0 Girls K-8 day	—	—	—	—	—	—
33 Girls K-12 day	$ 961	$ 1,020	$ 1,330	$ 963	$ 337	$ 862
21 Girls 7-12 day	393	408	489	828	187	570
12 Girls day-boarding	430	397	586	489	216	660
16 Girls boarding-day	1,438	1,040	518	467	131	479
2 Girls boarding	6	9	21	45	15	63
11 Boys K-8 day	111	187	315	259	41	164
15 Boys K-12 day	604	989	693	1,042	353	723
12 Boys 7-12 day	694	800	372	847	122	440
4 Boys day-boarding	323	227	186	95	16	6
13 Boys boarding-day	1,762	3,314	549	833	360	1,134
6 Boys boarding	211	281	84	42	349	728
83 Coed K-8 day	168	57	2,198	2,151	309	2,535
142 Coed K-12 day	2,169	3,783	6,618	7,017	1,260	10,098
48 Coed 7-12 day	830	1,727	1,564	1,415	446	2,033
34 Coed day-boarding	1,792	3,438	1,289	858	679	2,225
67 Coed boarding-day	6,024	8,460	2,057	935	1,317	4,799
7 Coed boarding	85	47	98	9	190	280
526	$18,001	$26,184	$18,967	$18,295	$ 6,328	$27,799

Schools	Grandparents		Bequests		Deferred Gifts	
	Annual	Capital	Annual	Capital	Annual	Capital
0 Girls K-8 day	—	—	—	—	—	—
33 Girls K-12 day	$ 65	$ 34	$ 38	$ 163	$ 3	—
21 Girls 7-12 day	20	22	11	89	20	$ 39
12 Girls day-boarding	7	30	31	32	4	—
16 Girls boarding-day	32	8	4	231	—	13
2 Girls boarding	2	2	—	—	—	—
11 Boys K-8 day	42	64	—	5	—	—
15 Boys K-12 day	25	203	25	509	—	—
12 Boys 7-12 day	45	69	2	143	76	—
4 Boys day-boarding	18	—	—	—	4	—
13 Boys boarding-day	5	4	—	510	—	470
6 Boys boarding	3	45	196	298	—	—
83 Coed K-8 day	214	261	10	3	7	113
142 Coed K-12 day	259	876	225	1,017	54	392
48 Coed 7-12 day	53	197	1	849	250	292
34 Coed day-boarding	19	—	199	616	—	69
67 Coed boarding-day	163	70	177	6,478	—	522
7 Coed boarding	5	—	—	—	—	—
526	$ 977	$ 1,885	$ 919	$10,943	$ 418	$ 1,910

Schools	Friends & Others		Corporate Matching		Corporate Other	
	Annual	Capital	Annual	Capital	Annual	Capital
0 Girls K-8 day	—	—	—	—	—	—
33 Girls K-12 day	$ 589	$ 829	$ 63	$ 19	$ 61	$ 116
21 Girls 7-12 day	297	520	16	10	14	49
12 Girls day-boarding	722	914	24	22	22	19
16 Girls boarding-day	566	736	59	10	5	—
2 Girls boarding	38	175	1	1	13	35
11 Boys K-8 day	77	189	14	5	—	—
15 Boys K-12 day	307	558	40	20	36	119
12 Boys 7-12 day	464	2,364	32	26	4	76
4 Boys day-boarding	118	101	11	—	2	—
13 Boys boarding-day	498	937	104	20	14	129
6 Boys boarding	457	253	14	1	4	3
83 Coed K-8 day	722	811	50	41	20	67
142 Coed K-12 day	2,573	4,662	451	255	286	704
48 Coed 7-12 day	1,094	1,291	56	25	131	316
34 Coed day-boarding	1,286	1,566	119	17	65	72
67 Coed boarding-day	2,457	3,447	468	91	100	143
7 Coed boarding	413	427	14	2	45	80
526	$12,678	$19,780	$ 1,536	$ 565	$ 822	$ 1,928

Source: *National Association of Independent Schools*

the schools and 17.1 percent of capital giving.

A total of 493 schools reported to NAIS that their average gift in annual campaigns was $174, while 375 schools said their average gift was $2,161 for capital campaigns.

Combining the two categories of gifts, the average contribution to 514 schools was $426.

Of a total $171.6 million reported in gift support, the NAIS said that $110.8 million was capital support and $60.8 million annual support.

Church-related Schools

There were 10,373 parochial educational institutions in the United States last year, a decrease of 112 from 1978, according to a report from P.J. Kennedy and Sons.

Included in the total are 241 colleges and universities; 905 diocesan and parish high schools; 637 private high schools; 7,929 parish elementary schools and 311 private elementary schools.

Seminaries run by dioceses and religious orders totaled 350 last year and protective institutions, which cared for 10,082 youths last year, numbered 140.

Enrollment in Catholic colleges and universities increased last year by 26,262 and totaled 483,760. The number of colleges and universities rose by three and totaled 241.

But the number of pupils in elementary and high schools dropped by 38,624 in 1979, and there were 33 fewer high schools and 30 fewer parish elementary schools.

The People

In 1979 education was the primary activity of 62.0 million Americans.

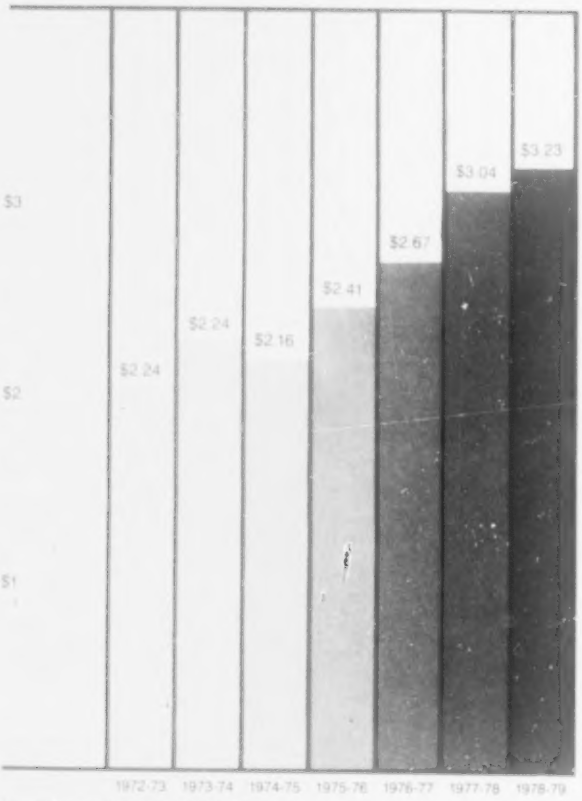
Included in that total were 58.4 million students in schools and colleges, 3.3 million teachers and 300,000 principals, supervisors, administrators and other staff members.

Enrollment in elementary and secondary schools and in the nation's colleges and universities reached an all-time record of 61.3 million in 1975. For more than a decade small declines were noted among elementary schools, reflecting a lower birth rate. High school enrollment peaked in 1976 and enrollment at colleges and universities has fluctuated within a narrow range since 1975.

Preliminary data from the National Center for Education Statistics indicate that more than 11.5 million students were enrolled at colleges in the fall of 1979 and if this is confirmed by the final tabulation, it will mean that college enrollment grew by more than two percent between 1978 and 1979. The current enrollment is the largest ever recorded at the college and university level.

Enrollment at the secondary level of public and nonpublic schools is estimated to be 15.3 million, or two percent below the 15.7 million students a year ago. All of the decrease is believed to have been in public schools, while enrollment at nonpublic schools is estimated at 1.5 million, a slight increase from last year.

Estimated Total Voluntary Support of Higher Education (in billions)



Source: Council for Financial Aid to Education

Between 1978 and 1979 the number of children attending elementary schools has declined by about two percent from 32.6 million to 31.6 million, the NCES said. Nonpublic school enrollment on the elementary level held steady at about 3.6 million.

The most recent projections from the National Center for Education Statistics indicate a small annual reduction in elementary school enrollment over the next three years. These decreases are attributed to the expected decline in the number of children between the ages of five and 13. The small annual decreases in high school enrollment, first noted in 1977, are expected to continue through the 1980s.

A limited degree of growth is anticipated for colleges with enrollment leveling off in the 1980s. The college age population—18 years to 24 years of age—is expected to drop after 1981, and emerging trends in college attendance will determine what happens to higher education at that point. But attendance has been boosted in recent years by women, part-time students and older students. There are indications that they will continue to play major roles in college enrollment.

Large Gifts to Education—1979

Donor: Amount: Recipient

Aga Khan—$11.5 million to
Harvard University

John L. & Helen Kellogg Foundation—$10 million to
Northwestern University

Chicago Community Trust—$10 million to
Northwestern University

John L. & Helen Kellogg Foundation—$10 million to
University of Notre Dame

Pew Memorial Trust—$6 million (over 4 years) to
Bryn Mawr College

John McCaslin Harris—$* million to
Case Western Reserve University

Frank J. Pasquerilla—$1 million to
University of Notre Dame

Pew Memorial Trust—$6 million to
Temple University

W.M. Keck Foundation—$4.39 million to
Colorado School of Mines

Rockefeller Brothers Fund—$4.2 million to
Spelman College

Boettcher Foundation—$4 million to
University of Denver

Henry J. Knott, Sr.—$3 million to
University of Notre Dame

Dan E. Weiss Foundation—$3.6 million to
Loma Linda University

Alan M. Voorhees—$3.6 million to
Rensselaer Polytechnic Institute

Charles F. Kettering Foundation—$3 million to
Medical College of Ohio

Maria Weiss Howard—$3 million to
University of Arkansas

Gulf Oil Corp.—$3 million in equipment to
University of Alabama

Eugene M. Lang—$2 million to
Swarthmore College

Ellis Corporation—$2.5 million to
University of Rochester

Hubert B. Blaine—$2.5 million to
Amherst College

Anonymous—$2 million to
Lehigh University

Kresge Foundation—$2 million to
Loyola Marymount University

Elsa W. Wasserman*—$2 million to
University of Miami

Sloan-Kettering Foundation—$2 million to
Columbia University

Ohrbach Medical Corporation—$2 million to
Capital University

James Irvine Foundation—$2 million to
University of Southern California

Anonymous—$2 million to
Wheaton College

Mabel Dow Myers Trust—$2 million to
Tufts University

Stanley J. Seeger—$2 million to
Princeton University

Mr. & Mrs. James Denson—$2 million to
Claremont Men's College

Jerome Green—$2 million to
Columbia University

Ira D. Wallach—$2 million to
Columbia University

Ford Foundation—$2 million to
Atlanta University Center

Bullitt Foundation—$2 million to
Washington University

Mr. & Mrs. Clifford Pearson—$1.75 million to
California Lutheran College

J.N. Pew, Jr. Charitable Trust—$1.75 million to
Cornell University

McDonnell Douglas Corp.—$1.6 million to
Washington University

Kresge Foundation—$1.5 million to
Duke University

El Pomar Foundation—$1.5 million to
Colorado College

Anonymous—$1.5 million to
University of Denver

Expenditures

Expenditures for education in America are estimated at $152 billion for the 1978-79 school year. Preliminary estimates place the 1980 figure at about $166 billion. Elementary and secondary schools last year expended nearly $98 billion, while institutions of higher education spent more than $54 billion.

Public schools and colleges spent nearly $124 billion in 1978-79, compared to about $28 billion for nonpublic institutions.

Viewed as a portion of Gross National Product, the total expenditures for education last year amounted to seven percent of the nation's total output of goods and services. The percent of the GNP spent for education has been rising during most of the past 30 years and peaked at about eight percent in 1975-76.

Nationally, the current expenditure per pupil in public elementary and secondary schools was more than twice as large last year as it was eight years ago. The rise was from $816 per pupil in 1969-70 to $1,823 in 1977-78. The current expenditure per pupil is expected to reach $2,150.

The largest item in the school budget is for teachers' salaries and expenditure increases in recent years reflect the efforts of local school systems to provide more adequate compensation for their instructional staff.

Even so, the rise in salaries has failed to keep pace with the rapid increase in the cost of living.

The role of the federal government in providing support to education at all levels has grown very substantially during the past decade.

Whereas federal grants amounted to $7.3 billion in 1968, ten years later they reached $20.8 billion. Grants to elementary and secondary education increased from $3.0 billion to about $5.7 billion during the decade and grants to higher education went from $3.2 billion to $9.4 billion in the same period.

The largest percentage increase, however, was in grants for vocational, technical and continuing education, which rose from $1 billion in 1968 to about $5.7 billion in 1978. That was more than a fivefold increase in a ten-year period.

The increased support for vocational education reflects the widely-held view that more students should be prepared for useful employment as part of their formal education.

During the past 25 years, education has increased the amount of philanthropic dollars it has received with each passing year. In 1955, there was a total of $733 million given to education in the United States. Four years later, the total topped $1 billion for the first time and just five years after that, it surpassed the $2 billion mark.

Giving to education broke $3 billion in 1969 and four years later, was above the $4 billion mark. It passed the $5 billion level in 1978 and last year, at $5.99 billion, was ready to push well past $6 billion a year.

A
Quarter Century
of Giving to

HEALTH AND HOSPITALS

	Amount (billions)
1955	$ .596
1956	.920
1957	1.01
1958	1.14
1959	1.15
1960	1.13
1961	1.18
1962	1.36
1963	1.48
1964	1.45
1965	1.46
1966	2.07
1967	2.82
1968	3.02
1969	3.23
1970	3.40
1971	3.65
1972	3.77
1973	4.15
1974	4.29
1975	4.42
1976	4.85
1977	4.90
1978	5.48
1979	5.95

There appears to be an emerging trend toward increasing reliance on the individual and the community to deal with social problems. If this direction holds and is accompanied by reductions in taxation and increased corporate support, the 80s may be a banner decade for the independent voluntary health movement.

Edward Van Ness,
Executive Vice President, National Health Council

The decade of the 80s will present a formidable challenge for hospital development programs. Our mission will be one of education, protection, cooperation, involvement and accountability. Education on the value of volunteers and giving; protection against the encroachment of government legislation and regulation; cooperation with other nonprofits to enhance the right to give; involvement of all elements of our constituencies and accountability to stimulate positive public attitudes. A Herculean task, but a challenge I am confident we can meet.

Marilyn Erickson,
President, National Association for Hospital Development

Americans contributed a record $5.95 billion to the nation's health causes and hospitals last year, an increase of 8.5 percent from the $5.48 billion they donated a year earlier.

The American Association of Fund-Raising Counsel said the 1979 contributions to health and hospitals constituted 13.7 percent of all charitable contributions made last year. Among all philanthropy in the country, health organizations and hospitals ranked third—religion has always received by far the largest portion of charitable contributions and education, which for many years was the third-largest recipient of all philanthropy, only recently replaced health and hospitals in second place.

A number of those who are close to the philanthropic community believe that the field of education has gained faster than the health community because of a shift in both corporate contributions and foundation grants. The turn has not been drastic, but gradual over the past two or three years. Whether it will continue in the years ahead is speculative.

The AAFRC said its estimate for total giving to health groups and to hospitals is based on a number of surveys made among key health agencies and hospitals by the Association, the National Information Bureau, National Health Council, the American Hospital Association and the National Association for Hospital Development.

A study of giving to national health agencies revealed an increase of 9.3 percent in support during 1979 over the previous year. Philanthropy to the 24 large agencies participating in the sampling reached $680.7 million in 1979, compared with $622.2 million the year before.

There were significant gains among some of the larger agencies. The American Cancer Society, for example, reported it received a total of $142.1 million last year compared with $126.1 million in 1978. ACS, which traditionally has received the largest single share of

Registered Hospitals in the United States

Type and Number of Hospitals	1975	1976	1977	1978
Federal	382	380	377	370
Nonfederal				
Psychiatric	544	528	541	526
Tuberculosis	36	21	19	15
Long-Term General and Special	215	197	189	170
Other*	5,979	5,956	5,973	5,934
Total	7,156	7,082	7,099	7,015

*Includes voluntary nonprofit, for-profit, and state and local government short-term general and special hospitals
Source: *Hospital Statistics*, 1977 Edition

charitable contributions among the health agencies, reported contributions rose from $95.9 million in 1978 to $102.8 million last year and bequests increased from $30.2 million to $39.4 million in the same period.

The American Heart Association reported similar gains. Small increases were noted among some of the larger agencies participating in the survey and a smaller number of agencies with total contributions below the $5 million level reported slight declines in support last year.

The National Association for Hospital Development, which began to ask its members at more than 1,000 hospitals throughout the country for information on voluntary support three years ago, said its members reported significant increases in support during 1979.

NAHD members reported a total of $581.5 million was raised last year. In 1978 the respondents raised $394.0 million.

Each of the NAHD members reported it received an average of $1.9 million in contributions. The average gift totaled $765, about the same as a year earlier. But there was an immense increase in the number of gifts—760,000 gifts were recorded by the hospitals last year, a growth of 46 percent from 1978.

A preliminary examination of the results of the latest NAHD study showed that each institution averaged 2,482 gifts and that 40 percent of all the money received was for capital purposes.

Deferred giving accounted for over 17 percent of the total received last year—up from 1978, while annual giving accounted for about 16 percent, the same as last year.

The NAHD said that the preliminary examination indicated that foundation giving to the hospitals where its members responded to its survey had declined slightly last year and that corporate contributions were maintained at about the same level as in 1978.

An analysis of corporate contributions, reported by The Conference Board, showed that 759 companies reported they contributed $24.5 million to capital programs for hospitals, compared with $23.6 million the year before.

Capital gifts to hospitals as a portion of total corporate giving, however, declined to 3.5 percent from 4.0 percent a year earlier.

The same study showed there was an increase in giving—both in dollars and as a portion of total corporate philanthropy—to hospital operating expenses. In the latest sampling, the companies reported they gave $6.1 million for operating grants, while a year earlier, those contributions totaled $5.4 million.

The companies responding to the survey reported that they contributed $292,000 to match gifts employees made to hospitals and that figure was up slightly from the previous year.

The Foundation Center reported both an increase in the number of grants to the health category and an increase in the total dollars given.

Inpatient Utilization in All Hospitals

Measure	All U.S. hospitals			Community hospitals		
	1977	1978[d]	Percent change	1977	1978[d]	Percent change
Population[a] (000s)	216,332[b]	218,059	0.8	214,685[c]	216,432	0.8
Beds per 1,000 population	6.5	6.3	-3.1	4.5	4.5	—
Admissions per 1,000 population	171	171	—	160	159	-0.6
Patient days per 1,000 population	1,798	1,743	-3.0	1,215	1,211	-0.3

[a]Source: *Current Population Reports*, June, 1979.
[b]Total resident population.
[c]Civilian resident population.
[d]1978 population figures as of July 1, 1978.
Source: *Hospital Statistics, 1979*

Hospital Expenditures as a Percentage of GNP

Year	GNP[a]		Hospital expenditures		
	Amount[b] (in billions)	Percent change from previous year	Amount (in millions)	Percent change from previous year	Percentage of GNP
1967	$ 796.3	5.75	$16,395	15.47	2.06
1968	868.5	9.07	19,061	16.26	2.19
1969	935.5	7.71	22,103	15.96	2.36
1970	982.4	5.01	25,556	15.62	2.60
1971	1,063.4	8.25	28,812	12.74	2.71
1972	1,171.1	10.13	32,667	13.38	2.79
1973	1,306.6	11.57	36,290	11.09	2.78
1974	1,412.9	8.13	41,406	14.10	2.93
1975	1,528.8	8.20	48,706	17.63	3.19
1976	1,700.1	11.20	56,005	14.99	3.28
1977	1,887.2	11.01	63,630	13.61	3.37
1978	2,107.6	11.68	70,927	11.47	3.37

[a]Estimates of U.S. gross national product have been revised from 1946 on by the Bureau of Economic Analysis, U.S. Department of Commerce.
[b]Source: Economic Indicators, May 1979.
Source: *Hospital Statistics, 1979*

National Health Agencies

Agencies	1979	Contributions	Bequests	1978
American Cancer Society, Inc.	$142,138,732	$102,778,011	$ 39,360,721	$126,106,570
American Heart Association	82,938,148	59,594,573	23,343,575	73,801,722
The National Foundation	65,170,640	63,765,738	1,404,902	64,692,941
Muscular Dystrophy Association, Inc.	65,016,996	62,736,755	2,280,241	57,635,996
National Easter Seal Society	52,000,000*	46,323,000*	5,677,000*	46,921,946 +
American Lung Association	47,000,000*	45,500,000*	1,500,000*	45,548,629 +
Planned Parenthood Federation of America, Inc.	35,000,000*	34,500,000*	500,000*	29,334,747 +
National Association for Retarded Citizens	34,465,963*	33,851,235*	614,728*	30,605,321 +
National Multiple Sclerosis Society	27,242,099	26,052,827	1,189,272	25,206,469
United Cerebral Palsy Association, Inc.	24,888,956*	24,274,853*	614,103*	20,010,219 +
The Arthritis Foundation	18,000,000*	14,000,000*	4,000,000*	17,109,399 +
Mental Health Association	15,000,000*	14,640,000*	360,000*	14,811,703 +
Cystic Fibrosis Foundation	14,500,000*	14,450,000*	50,000*	12,723,617 +
American Diabetes Association, Inc.	11,996,043	11,433,379	562,664	10,945,701 +
Leukemia Society of America, Inc.	11,314,627	10,850,156	464,471	10,757,023
National Kidney Foundation	9,306,368	9,088,429	217,939	7,739,719
National Society to Prevent Blindness	5,600,000*	3,600,000*	2,000,000*	4,799,622 +
Epilepsy Foundation of America	4,800,000*	4,500,000*	300,000*	4,755,719 +
Recording for the Blind**	3,642,594	2,928,619	713,975	3,384,646
Juvenile Diabetes Foundation	3,261,061	3,261,061	—	2,498,083
The National Hemophilia Foundation	3,100,000*	3,100,000*	—	3,500,000
American Foundation for the Blind, Inc.	2,459,967	1,131,515	1,328,452	3,875,444
Damon Runyon-Walter Winchell Cancer Fund	1,009,225	140,452	868,772	2,498,083
National Council on Alcoholism	845,582	34,668	62,311	966,425
Totals	$680,697,001	$592,535,271	$87,413,126	$622,229,744

* Estimate
** Educational Organization
\+ Revised

Data in the Center's Grants Index, which includes only gifts of $5,000 and more, show that there were 2,616 grants to the health field counted in 1979, an increase of 244 grants from the total reported a year earlier. The grants were worth $212 million, up from the $164 million in 1978, the Center said.

Not included in those totals were 358 grants worth $40.3 million which in 1979 were given to medical research facilities.

Most of the foundation grants went to hospitals in 1979. An analysis of the Grants Index shows that hospitals received 846 grants, or a total of $74.6 million in foundation gifts exceeding $5,000, while 618 grants, worth a total of $51.1 million, went for medical care and rehabilitation.

Health agencies received 108 large grants with a total value of $2.3 million, according to the Foundation Center.

Reports from 34 national health agencies showed that contributions to those groups increased by 4.7 percent last year over 1978, according to data from the National Information Bureau. NIB listed only contributions, and excluded bequests from its figures.

But an examination of the data reported to NIB shows that the health agencies increased contributions by 29 percent over a five-year period, going from $310.4 million to $400.2 million between 1975 and 1979.

Hospitals in the U.S.

There were a total of 7,015 hospitals in the United States last year, 84 less than a year earlier, the American Hospital Association said.

The AHA reported a corresponding decline in the number of hospital beds—down 26,000 in a year—and a decrease in the number of inpatients on an average daily basis to 1,042,000. That represented a decline of 2.3 percent from year earlier totals.

Declines in the average daily census of hospital patients have continued to exceed the decreases in hospital beds, the AHA reported, and the difference is reflected in the national occupancy rate which was 82.9 percent ten years ago compared with 75.4 percent last year.

Change in General or Community Hospitals

	1977	1978
Number of Hospitals*	5,881	5,851
Number of Beds (000)	969	975
Admissions (000)	34,273	34,506
Average Daily Census (000)	715	718
Outpatient Visits (000)	198,708	201,931
Average Length of Stay—Days	7.6	7.6
Occupancy Rates (%)	73.8	73.6
Total Expenses (million)	$51,647	$58,180
Number of Personnel**	2,573,000	2,655,000
Payroll Expenditures (million)	$25,944	$28,939
Expenses Per Inpatient Day	$173.98	$194.34

*Excludes hospital units of institutions (prisons, college infirmaries, etc.)
**Adjusted for part-time personnel
Source: *Hospital Statistics*, 1978 Edition

Change in Voluntary Nonprofit Hospitals

	1977	1978
Hospitals	3,371	3,360
Beds (000)	680	684
Admissions (000)	24,284	24,443
Average Daily Census (000)	519	521
Outpatient Visits (000)	139,045	142,617
Average Length of Stay—Days	7.8	7.8
Occupancy Rates (%)	76.3	76.1
Total Expenses (million)	$37,523	$42,262
Number of Personnel	1,863,000	1,927,000
Payroll Expenditures (million)	$19,138	$21,337
Expenses Per Patient Day	$174.64	$195.07

Source: *Hospital Statistics*, 1978 Edition

The latest available data on admissions to hospitals show there were 37.2 million people admitted to U.S. hospitals in 1978, an increase of less than one percent from 1977. In contrast to the number of beds and the average daily census, the admissions increased every year since 1960, and has kept pace with the overall population growth.

The 1978 ratio of 171 admissions per thousand population was identical to the ratios in both 1976 and 1977.

Hospital Expenditures

All U.S. hospitals had expenditures which totaled $70.9 billion in the latest AHA survey, compared with $63.6 billion a year earlier. The 11.5 percent increase meant that hospital expenditures represented 3.37 percent of the nation's gross national product.

Community hospital expenditures totaled $58.2 billion in the latest study, an increase of 12.8 percent from the $51.6 billion the year before.

Hospitals in the United States employed 3.2 million persons last year, about the same as in the previous year, the AHA said. Community hospital employment reached 2.7 million workers, up slightly from the 2.6 million the year before.

Spending for Health

Preliminary estimates from the government show spending for health care by Americans reaching $217 billion in 1979, an increase of 18.5 percent from the $183 billion spent in 1978.

Of the total, it is estimated that federal, state and local government, as well as philanthropy, together supplied an estimated $92.8 billion, or about eight times the $11.7 billion supplied in 1965.

During the past 25 years, giving to the nation's health agencies and hospitals rose from $596 million in 1955 to its current annual total of nearly $6 billion.

Philanthropy to health broke the billion dollar mark in 1957 and ten years later exceeded $2 billion annually. Contributions from individuals, foundations, corporations and bequests grew steadily through the late 60s and early 70s and broke the $4 billion barrier in 1973; in 1978 total philanthropy to health agencies and hospitals were well above $5 billion and it appears they will exceed $6 billion by 1981.

Large Gifts to Health Causes—1979

Donor Amount Recipient

Rockefeller Brothers Fund—$15 million to *Memorial Sloan-Kettering Cancer Center*

Sealy & Smith Foundation—$8 million to *University of Texas Medical Branch at Galveston*

Stavros S. Niarchos—$5 million to *N.Y. Hospital—Cornell Medical Center*

Walter H. Annenberg—$4 million to *Eisenhower Medical Center*

Halliburton Co.—$2 million to *Duncan Oklahoma Regional Hospital*

Herbert G. Wile—$1.125 million to *Sarasota Memorial Hospital*

Anonymous—$1.15 million to *Children's Hospital Medical Center, Oakland, Ca.*

J.E. & L.E. Mabee Foundation—$1 million to *Hillcrest Memorial Hospital*

Spencer Foundation—$1 million to *Meninger Foundation*

A Quarter Century of Giving to SOCIAL WELFARE

	Amount (billions)
1955	$1.53
1956	1.42
1957	1.50
1958	1.47
1959	1.43
1960	1.41
1961	1.47
1962	1.57
1963	1.71
1964	1.69
1965	1.86
1966	1.91
1967	1.89
1968	2.11
1969	2.54
1970	2.88
1971	2.92
1972	2.99
1973	3.06
1974	3.12
1975	3.14
1976	3.16
1977	3.52
1978	3.97
1979	4.35

There is tremendous potential in the 80s. We can expect the American people to continue their generous support at high levels provided we give them enough opportunity both to understand the need and to give. Essential to our success is the high quality of professionalism of our agencies and increasing volunteer involvement.

William Aramony,
National Executive, United Way of America

Americans donated a total of $4.35 billion to institutions, organizations and agencies involved with the social welfare category of philanthropy last year.

The 1979 total represented an increase of 9.6 percent from year earlier giving to social welfare, which the American Association of Fund-Raising Counsel said was $3.97 billion.

As a portion of all philanthropy in America, giving to social welfare causes represented 10 percent, about the same as in 1978.

While most of the contributions to organizations in-

volved with social welfare come from individuals, there is significant support from both the corporate community and from foundations.

The Conference Board reported in its latest report that more than $142 million was given by 759 companies to federated drives. That represented 20.5 percent of all corporate contributions made by the companies.

And a report from the Foundation Center on grants of more than $5,000 shows that there were 4,121 grants to the welfare category in 1979, compared with 3,264 grants two years ago. The grants in the latest period had a worth of $144 million, compared with $100 million in 1977.

The social welfare category of philanthropy has made consistent gains over the past years. As recently as 1970 few people were familiar with the name "United Way." The reason? In all but a few communities United Way was known as the United Appeal, Red Feather, Community Chest or various other names.

Today, about three out of every four people say they are aware of the United Way name. That's a big change in a relatively short time and it says much about the last 25 years of the United Way movement.

The movement has grown to include over 2,200 independent and autonomous United Ways in cities and towns throughout the United States, through which people are able to support over 37,000 agencies or groups providing service to their communities. Last year local United Ways raised a record $1.426 billion.

United Ways have existed—in one form or another—since 1887, but they did not begin to evolve into the organizations we know today until the early 1950s, when business and labor leaders expanded the concept of payroll giving. That simple concept streamlined workplace fund-raising and made giving easier for millions of Americans.

Payroll giving wasn't the only important change United Ways made during the 50s. They also began refining systems to better identify community needs and organized formal panels of local volunteers to decide how contributors' funds could be used most effectively. The result has been improved and expanded service to the community and an open, accountable system for distributing voluntary dollars in the most equitable manner possible.

Partnership With Government

With the 1960s came more change. Government vastly expanded its interest and influence in health and social service programs, treading in areas that traditionally were the domain of the voluntary sector. At first, United Ways and other voluntary agencies balked at growing government involvement, but they soon realized, that by working as partners with government, they could enhance their services and programs. And as social problems mounted during the 60s, that partnership proved crucial.

Applying the same lesson to their own movement, United Ways realized they needed greater unity to solve common problems. Although they would never relinquish their grassroots control and autonomy, they did want a national association that would do more than serve as a clearinghouse for information.

In 1970, United Way of America was formed to provide several important types of service, especially training, government relations, communications, fund-raising support and research. At the same time, United Way sought a stronger voice in programs, policies and legislation that would affect the entire voluntary sector.

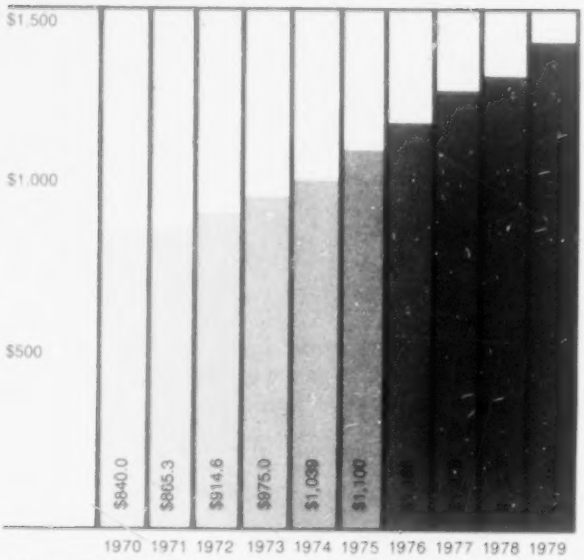
A Common Identity

Despite a need to work together, United Ways were still widely divergent in the early 70s. For one thing, they didn't share a common name. Therefore, people moving from one community to another had no idea that these different organizations shared common principles and ideals. The name United Way and a multicolored hand and rainbow symbol were introduced in 1972. By 1976, more than 900 local organizations had adopted the new name and symbol. Today more than 90 percent of over 2,200 United Ways use them.

In 1972, as a part of a 13-point national program (Rebirth & Renewal) aimed at improving all aspects of United Way operations, member United Ways voluntarily adopted standards, which gave all United Ways a common mission, a set of goals and minimum performance levels.

Next, United Way devised a "House of Accountability," a system of interrelated tools designed to make not-for-profit human service organizations more accountable to the public. The "House" included: fund

Record of United Way Campaigns in the U.S. and Canada (in millions)



Source: United Way of America
*U.S. only
†Preliminary

raising and allocations data information; accounting and budget guides; and systems for needs assessment, priority planning and effectiveness assessment. It also included the United Way of America Service Identification System (UWASIS), which systematically classified and described all types of human services and programs. The first comprehensive classification ever published, UWASIS has been updated over the years and remains a classic in the human service field.

Need for Training

In 1972, United Way created the National Academy for Voluntarism (NAV) to offer training programs to volunteers and professionals. During its first year, NAV offered eight courses to 221 registrants. In 1979, more than 1,400 individuals took part in 88 courses. An additional 800 participated through self-study programs.

To further enhance career development, United Way developed the Personnel Development Program in 1974 to improve the capabilities of current professional staff at United Ways; to develop a joint local-national recruitment program for new professionals; and to establish an intern program that would bring new professionals into the movement and train them in a shorter time than otherwise would be possible. (One hundred and fourteen interns have been employed in the movement since the program began in 1974.)

The program was supported by special funds from United Ways across the country and by grants from corporations and private foundations, most notably the W. K. Kellogg Foundation and the Lilly Endowment.

With the help of a subsequent grant from the Kellogg Foundation in 1977, NAV added a national training program for volunteer leaders of community service agencies. Today, courses are offered at five regional training centers in as many parts of the country, with five more centers to open in 1980.

Program for the Future

In 1976, United Way established the "Program for the Future." The program introduced long-range planning as a management tool to help United Ways determine where they wanted to be in the future and how they should get there. Another major aspect of the program was the National Corporate Development Program which seeks United Way support from national corporations in all locations. About 200 national corporations now participate, including 163 Fortune 500 companies.

A strong, year-round communications program is a key priority of the national association. A joint public service campaign by the National Football League and United Way of America will enter its seventh season this fall. Network airtime, contributed free by the NFL during all pro football telecasts, in 1979 was valued at $26 million.

As the United Way enters the 1980s, the movement is increasing its involvement in agency management assistance programs, engaged in an energy conservation program for local agencies, expanding local information-and-referral services for people in need of assistance and planning for construction of new national headquarters facilities to keep pace with the future growth of United Ways and the voluntary sector.

Two large national agencies which receive some funding from federated drives such as United Way, and also raise their own funds, are Boy Scouts and Girl Scouts.

Most local Boy Scout Councils are members of one or more United Way organizations which provided 40 percent of the councils' operating budgets in 1978. Individuals and other community resources provided 24.7 percent. Fund-raising events and bequests were included in additional sources of operating income and accounted for 35.3 percent. Total local council operating income in 1978 was in the amount of $148,932,337.

The National Council is funded from membership fees, the sale of supplies and miscellaneous revenues, including modest quota fees from local councils. No United Way funds are received directly by the National Council.

Girl Scouting is the largest voluntary organization for girls in the world and open to all girls age 6 through 17 who subscribe to the ideals as stated in the Girl Scout Promise and Law.

Girl Scouting operates in 98 countries and has more than 3 million members. One of every nine girls in the United States between the ages of 6 and 16 is active in Girl Scouting and there are 571,000 men and women adult leaders who serve as consultants, board members, staff specialists, and volunteer leaders in child development through 157,000 troops including those in 55 foreign countries.

In the last year for which figures are available, United Way accounted for 36.1 percent of Girl Scout councils' operating income; product sales accounted for 36.4 percent; sustaining membership enrollment for 4.6 percent; and other income 22.8 percent. Other income included gifts and bequests, camp fees, other camp income, program events and incidental income.

Other major contributions to the social welfare area of philanthropy come from the nation's churches and religious organizations.

Over 500 social service agencies and institutions are members of the National Conference of Catholic Charities and each year they help millions of people

Large Gifts to Social Welfare—1979

Donor Amount Recipient

Andrew Mellon Foundation—$2.5 million to *Population Council (Gen'l. Support)*

Columbia Broadcasting System—$2 million to *Chicago youth oriented organizations (22)*

Ford Foundation—$1.35 million to *Urban Institute*

Ford Foundation—$1 million to *Social Science Research Council*

Rockefeller Foundation—$1 million to *Population Council, Contraception Research*

with such basic necessities as food, clothing, transportation and shelter.

The campaigns conducted in 1979 by about 200 Jewish Federations raised an estimated $488 million.

The United Jewish Appeal, the Jewish community's fund for overseas humanitarian aid, received an estimated $260 million of the total raised. In addition, $58 million was pledged to Project Renewal campaign of UJA. That money was spent primarily on programs in Israel and other countries to meet human needs.

Funds not allocated to UJA or other overseas agencies are used for education, health, social and vocational services and for programs that help enhance the quality of life for Jewish people in the United States.

A
Quarter Century
of Giving to

ARTS & HUMANITIES

	Amount (billions)
1955	$ .199
1956	.142
1957	.159
1958	.163
1959	.197
1960	.188
1961	.195
1962	.210
1963	.225
1964	.205
1965	.226
1966	.376
1967	.379
1968	.404
1969	.548
1970	.623
1971	.916
1972	.930
1973	1.25
1974	1.30
1975	1.72
1976	2.31
1977	2.27
1978	2.50
1979	2.70

Federal government support for the arts will continue to grow during the 80s, but it will not keep pace with the rate of inflation. In the face of an increasingly effective culture lobby, many states and cities which have given minimal support to the arts thus far, will increase their funding. These gains, however, might be offset by hold-the-line giving or cutbacks in economically troubled cities and states that already have raised their support to high levels. Pragmatic corporations will look to fund the more "visible" arts programs and business support overall, will grow significantly. However, as the arts become more popular, they will discover that often, commercial strings will be attached to business support. Arts groups will place increased emphasis on finding ways to up their earned income.

Alvin H. Reiss,
Editor, Arts Management

Contributions to organizations and institutions in the arts and humanities segment of the philanthropic community reached $2.70 billion in 1979, an increase of eight percent from 1978.

The rise was less than the gain for total philanthropy in the United States, which the American Association of Fund-Raising Counsel said was 9.3 percent. And it was significantly below the inflation rate for the year—13.3 percent—which means arts and humanities groups virtually lost ground last year.

But the AAFRC said that the $2.70 billion represented a doubling of contributions to the arts and humanities in a period of just five years. In 1974, contributions to arts and humanities totaled $1.30 billion.

The Association reported that contributions to arts and humanities in 1979 represented 6.2 percent of all philanthropy in America. As a portion of total giving, it has remained about the same since 1977, while in 1976 giving to arts and humanities represented a little over seven percent of all philanthropy.

Most of the money contributed to arts and humanities organizations comes from individuals and the amounts they contribute—according to a number of samplings—is increasing. But there are increases, too, from other major sources of funding such as corporations, which appear to be taking a new interest in cultural organizations and from some foundations, which have increased both the number of grants made to arts and humanities groups and the amounts of those grants.

An analysis of corporate giving reported to The Conference Board and the Council for Financial Aid to Education shows a dramatic rise in the totals given by business to cultural institutions and agencies.

The latest study shows a total of $70.0 million given by 759 business organizations to the cultural category, compared with $53.2 million donated by 814 companies the year before.

The increase, which equals more than 31 percent

over a one-year period, was reflected in every subcategory. The largest share of corporate giving to culture and the arts was received by museums, and that equaled $17,164,000, or 2.5 percent of all giving reported by the companies in the sampling.

As a portion of total corporate giving, cultural organizations and institutions received 10.1 percent in the latest sampling, compared with 9.0 percent a year before.

An examination of foundation grants in excess of $5,000 reveals that the humanities category—which includes museums, music, performing arts, art and architecture as well as a number of other groups in the cultural area—has remained about the same as a percent of foundation giving, but has increased in both the number and the overall grant amount.

The Foundation Center reported, for example, that there were 2,375 grants of $5,000 or more in the humanities area listed in 1979, compared with 1,535 grants in 1977.

The Center said that because of reporting lags a small number of grants made in previous years could be listed in following periods, but the gains over a one or two year period is obviously growth and can not be solely attributed to late reporting.

For 1978 the Center's grants index listed a total of 1,666 grants worth $87 million to the humanities segment of philanthropy. The 2,375 grants listed in 1979 were worth a total of $118 million, the Center said.

The largest single number of grants in the index were to performing arts groups. That group received a total of 676 gifts with a value of $19.8 million.

Museums, which received 425 grants, led the list in the value of grants with $32.9 million, while the music category received 531 grants worth $23.1 million.

But numerous other foundation grants are not listed in the Foundation Center's Grants Index, since they do not meet the criteria of being at least $5,000.

The American Council for the Arts, in a report on United Arts Fund Raising, said that an analysis of contributions showed foundations contributed $1.45 million, or eight percent of the total raised by the federated campaign in 1978.

Many of those grants were less than $5,000 each and were given to arts and humanities organizations in local communities.

United Arts appeals have assumed an increased significance in the arts world and have grown rapidly over the past quarter century. In 1978, over $21.4 million was raised in federated appeals. United Arts appeals use five basic sources for funding—business, individuals, foundations, government and others, which normally mean benefits or special events.

A breakdown of the latest campaign shows that the business community contributed 53 percent of all support; individuals accounted for 26 percent; foundations for eight percent; others for two percent and government for 11 percent.

Government's role in the support of the arts has grown considerably in the past years with the majority of funding coming from the National Endowments. In 1979, the National Endowment for the Arts had $139.6 million in funds for programming, $30 million of which were challenge funds.

The National Endowment for the Humanities had $132.8 million in the same year, with $27 million in challenge funds.

State appropriations for the arts increased in 1979 in 46 states, including the District of Columbia, remained unchanged in two states and decreased in four states.

The overall increase in all of the states was 12.2 percent, a rise of over $8 million to $77.6 million, according to the National Assembly of State Arts Agencies.

Alaska is still the state that spends the most for the arts on a per capita basis. In 1979 Alaska spent almost $1.94 per person on the arts. New York is again second in per capita spending with more than $1.77 per person. New York's total appropriations were more than $32 million and that was by far above any other state.

States which spent the least, on a per capita basis, for the arts were Texas, Wisconsin and California. While allocations in both Texas and Wisconsin represented small increases over the previous year, of two and 14 percent respectively, the California appropriation was a whopping 59 percent decrease from the 1978 fund earmarked for the arts. California ranked 29th among states in arts appropriations in 1978; a year later it ranked 49th. The cuts in California were attributed to the taxpayer revolt of Proposition 13.

The states with the greatest increase in arts appropriations were Louisiana, up 350 percent from 1978; Virginia, up 292 percent and Florida, up 208 percent. Other states with increases of more than 100 percent are Colorado (112 percent); District of Columbia (181 percent) and West Virginia (164 percent).

Support from state governments for the arts has steadily increased over the past 15 years. The first national total was $2.6 million in 1966 and by 1970, all of the states but six were giving the arts some support. In

Large Gifts to Cultural Causes—1979

Donor Amount Recipient

Nelson Rockefeller—1,610 primitive pieces of art valued at $5 million to *Metropolitan Museum of Art*

W.K. Kellogg Foundation—$4.5 million to *Battle Creek, MI for new civic center arena*

Ahmanson Foundation—$4.5 million to *County Museum of Art*

Joseph E. Levine—Andrew Wyeth paintings valued at $4 million to *Greenville, S. C. County Art Museum*

Texaco, Inc.—$4 million to *Metropolitan Museum of Art*

Vincent Astor Foundation—$2.9 million to *Metropolitan Museum of Art*

Annenberg Fund—$2 million to *Metropolitan Museum of Art*

Lila Acheson Wallace—$1.6 million to *Asia Society*

Kettering Fund—$1.2 million to *Asia Society*

Armand Hammer Foundation—$1.12 million to *Corcoran Gallery of Art*

James Irvine Foundation—$1 million to *San Francisco Symphony Association*

Mrs. Helen Edison—$1 million to *Old Globe Theatre*

State Arts Legislative Appropriations Fiscal Years 1979 and 1980

State	P.C. Rank	Per Capita (¢) '80	Per Capita (¢) '79	Appropriations ($) '80	Appropriations ($) '79	% Change
Alabama	45	14.0	11.0	525,000	397,500	32.1
Alaska	1	252.3	237.1*	1,016,700	834,700*	21.8
American Samoa[1]	3	155.2	205.0	47,500	60,846	-21.9
Arizona	53	9.9	9.9	233,200	219,600	6.2
Arkansas	15	38.7	21.1	846,113	446,930	89.3
California	19	32.6	6.6*	7,259,132	1,390,788*	421.9
Colorado	30	22.5	23.0*	600,731	583,988*	2.9
Connecticut	14	43.1	42.6	1,335,100	1,317,100	1.4
Delaware	29	22.6	21.5*	131,600	124,600*	5.6
DC	27	24.0	22.7	161,500	163,100	-1.0
Florida	36	19.0	13.5*	1,630,038	1,626,763*	.2
Georgia	38	17.7	17.0	901,160	838,393*	7.5
Guam	18	34.7	91.7*	43,400	89,662*	-51.6
Hawaii	5	117.3	83.2*	1,052,681	719,768*	46.2
Idaho	54	9.8	8.6	85,700	70,800	21.0
Illinois	35	20.0	19.8	2,246,300	2,202,300	2.0
Indiana	28	23.6	17.2*	1,269,712	915,182*	38.7
Iowa	52	10.3	8.5*	297,845	242,984*	22.6
Kansas	51	11.1	10.8	261,426	244,900	6.7
Kentucky	26	24.1	22.4	842,600	759,400	10.9
Louisiana	33	20.8	15.5	826,511	587,558	40.7
Maine	37	17.8	15.4	194,113	163,550	18.7
Maryland	20	32.5	20.9	1,345,000	858,380	56.7
Massachusetts	12	47.6	46.3	2,750,000	2,700,000	1.8
Michigan	10	65.7	54.9	6,040,400	5,024,100	20.2
Minnesota	9	61.5	62.2	2,464,600	2,443,200	.9
Mississippi	48	12.8	10.9*	306,885	255,660*	20.0
Missouri	11	52.2	62.2	2,538,311	2,530,768	.3
Montana	50	12.2	8.7	95,888	65,335	46.8
Nebraska	22	25.5	20.2*	399,493	312,462*	27.8
Nevada	47	13.1	15.4	86,730	91,428	-5.1
New Hampshire	39	17.6	11.8	152,932	96,393	58.6
New Jersey	17	35.3	20.4	2,586,440	1,494,253	73.1
New Mexico[1]	40	16.8	11.8	203,200	135,600	50.5
New York	2	197.5	177.6	33,285,400	32,181,000	3.4
North Carolina[2]	24	24.9	16.1*	1,387,621	876,187*	58.4
North Dakota	49	12.7	8.9	83,094	56,350	47.5
Northern Marianas	56			—0—	—0—	—0—
Ohio	13	43.8	23.5	4,708,783	2,531,200	86.0
Oklahoma	42	15.7	8.5	452,158	230,971	95.8
Oregon	46	13.9	11.0*	339,755	251,660*	35.0
Pennsylvania	32	22.1	21.9*	2,594,000	2,585,000*	.3
Puerto Rico	4	142.1	119.5*	4,405,000	3,712,336*	11.9
Rhode Island	16	38.3	36.2*	358,559	335,505*	6.9
South Carolina	21	31.7	30.5	925,012	858,283	7.8
South Dakota	31	22.4	21.8	154,853	148,578	4.2
Tennessee	23	25.3	23.2*	1,103,700	971,900*	13.6
Texas	55	9.3	2.9	1,215,198	363,766	234.1
Utah	8	83.3	78.4	1,088,448	945,800	15.1
Vermont	34	20.6	21.7	100,600	100,600	.1
Virgin Islands	6	98.0	107.3*	102,000	98,000*	4.1
Virginia	25	24.4	21.2*	1,255,095	1,051,960*	19.3
Washington	41	16.7	10.6	632,091	377,000	67.7
West Virginia	7	84.0	73.2	1,562,746	1,320,300	18.4
Wisconsin	43	15.3	6.1*	714,900	281,200*	154.2
Wyoming	44	14.9	16.6	63,143	62,000	1.8
				$97,310,097	$79,347,677	

[1]FY figures were obtained from Arts Endowment estimates.

[2]North Carolina has distinguished between the total state appropriation to the arts (the Division of the Arts budget) and the Arts Council appropriation, giving them a substantially different figure than last year. The reported FY 79 figure is revised.

*FY 79 appropriations figures and per capita that have changed since the last ACA-NASAA survey.

Source: *American Council for the Arts.*

that year, total state assistance for the arts rose to $7.7 million. For fiscal 1980, the states have committed a total of $97.3 million to arts organizations and institutions.

The Theatre Communications Group reported in its latest available study that 157 nonprofit professional theatres across the nation received a total of $32.5 million in grants and contributions.

TCG's 1979 sampling was not yet available for inclusion in this issue of Giving USA, but the 1978 data give some indication of the situation many of the nation's theatres are facing.

Total collective operating expenses exceeded $87 million and the economic impact generated by the

theatres in their local communities was estimated to be at least three times that amount, or $261.3 million. Earned income totaled $54 million, which left a gap between earnings and expenses of $33.1 million.

Grants and contributions covered nearly all of the shortfall and the 157 theatres had a combined total deficit of nearly $700,000.

TCG said that a control group of 25 theatres showed an average income growth of 17 percent over a one-year period while average expenses rose 15 percent. TCG reported that the higher percentage of increase in income over expenses could be an indication that theatres are becoming more sophisticated in their fund development and earned income capacity.

But on the negative side, it is clear that this cost saving has forced many of the theatres to restrict their programming and play selection in a move to survive in a period of soaring inflation.

In examining grants and contributions, individuals and the federal government were the largest sources of unearned income, and support from private foundations declined.

TCG reported that the average theatre in its control group received 16 percent less in foundation support during 1978 than in 1977.

But while theatres have lagged behind other segments of the arts and humanities category in their ability to attract corporate support, the latest sampling shows some encouraging trends.

During 1977, corporate and business sources contributed an average of $25,000 per theatre and that increased significantly to $38,000 a year later.

The American Association of Fund-Raising Counsel said that during the past 25-year period, total giving to arts and humanities groups and organizations was $20.33 billion. It has grown tremendously, the Association said, from $199 million in 1955 to its current level of $2.70 billion.

But unlike some of the other categories of the philanthropic community, giving to arts and humanities has not always increased with each passing year. There are a number of years during which it declined from earlier levels—in the late 50s and early 60s, when many of the arts and humanities organizations were just beginning to give serious effort to gaining private support.

A Quarter Century of Giving to CIVIC & PUBLIC

	Amount (billions)
1955	$ 075
1956	070
1957	079
1958	082
1959	090
1960	094
1961	098
1962	112
1963	114
1964	157
1965	173
1966	230
1967	231
1968	228
1969	391
1970	415
1971	594
1972	650
1973	610
1974	770
1975	890
1976	1.07
1977	1.17
1978	1.18
1979	1.24

There is a strong element of self-interest in a healthy environment. What is more important to us and to our children than the air we breathe, the water we drink and the land where we grow our food? Financial support for environmental organizations such as ours—particularly from corporate sources—will be increasingly recognized as a good investment in the future.

Russell W. Peterson,
President, National Audubon Society

Americans donated $1.24 billion during 1979 to organizations engaged in civic and public affairs activities, an increase of five percent from the revised total of $1.18 billion contributed a year earlier.

The American Association of Fund-Raising Counsel said that as a portion of all giving throughout the country, the civic and public affairs category of philanthropy received 2.9 percent, about the same as in 1978.

While giving to civic organizations is at an all-time record, gains in the past two years have been modest when compared to other philanthropic categories and to increases registered by civic groups during 1976

when the nation celebrated its bicentennial. In that year, giving to civic and public affairs groups jumped by more than 18 percent from its previous level.

The largest share of the money contributed to organizations in the civic area comes from individuals and a number of agencies involved with that segment of philanthropy have been increasing efforts at gaining even more support from individual donations.

Many of the efforts are in areas of deferred giving—aimed at those who need continued lifetime income on their capital and who also want to make major contributions to charitable organizations.

The National Audubon Society, a leader in the area of conservation, has also been successful with deferred giving programs. Through either a pooled income fund or individual unitrusts, irrevocable gifts of $1,000 or more provide substantial tax advantages for donors as well as current income. A year ago, Audubon reported its fund and unitrusts had reached the $2 million mark.

Foundations are a large source of support for the nation's civic and public affairs activities—particularly community foundations which tend to make grants to organizations in their own local areas.

An analysis of the Foundation Center's Grants Index, which lists grants of $5,000 and more shows that foundation gifts are listed in a number of separate categories, rather than one single grouping that could be termed civic and public affairs.

The aid given by foundations to organizations in housing and transportation, delinquency and crime, and recreation and conservation, for example, is listed under the welfare category, while grants made to justice and law come under the category of social science.

An examination of those categories shows there were 205 grants of $5,000 and more made to organizations interested in recreation and welfare, for a total of $14.8 million. The housing and transportation category in the Center's index listed a total of 149 grants worth $3.9 million, while there were 205 grants to organizations involved with delinquency and crime, for a total of $4.9 million.

Environmental studies, which falls under the life sciences category, received 553 grants of $5,000 or more in 1979 for a total of $37.3 million, while the law category, under social sciences and covering such things as legal aid to those not able to pay for legal advice, received 553 grants last year worth a total of $22.4 million.

The Conference Board's study of 759 companies reveals that 11.4 percent of all corporate contributions were directed to the civic and public affairs category.

While the percentage of total contributions was about the same in 1978 as a year earlier, the amount of money received had increased significantly.

An analysis of The Conference Board's report on corporate contributions shows that corporate philanthropy to civic and public affairs activities had reached $79.0 million in the latest sampling, up from $68.3 million the previous year.

Large Gifts to Civic & Public Causes—1979

Donor Amount Recipient

Nelson Rockefeller—¼ interest valued at $11 million to *National Trust for Historic Preservation*

John D. Rockefeller 3rd.—$4.4 million to *Colonial Williamsburg Foundation*

Rockefeller Brothers Fund—$3 million over 2 yrs. to *Jackson Hole Preserve*

W.K. Kellogg Foundation—$2.24 million to *Battle Creek Michigan Bd. of Education*

Burger King—$2 million to *U.S. Olympic Movement*

Campbell (John Bulow) Foundation—$2 million to *Atlanta Department of Parks*

Conrad Hilton—$1 million plus to Create a charitable foundation

Ford Foundation—$1 million to *Fund for the City of N. Y.*

Allstate Insurance Co.—$1 million to *Neighborhood Housing Services*

Robert Wood Johnson Foundation—$1 million to *United Student Aid Funds*

Community improvement led the list, with $28.8 million reported to have been contributed by the 759 companies. As a portion of total corporate contributions, community improvement received 4.2 percent.

Environment and the ecology received 1.6 percent of all corporate gifts in the most recent study, and that totaled $11.2 million. But that category was down from 2.5 percent a year earlier when gifts totaled $15.1 million from the corporations reporting to The Conference Board.

All other areas, which included justice and law, housing and urban development, research organizations other than academic and "other," showed gains in the most recent study over a year earlier.

During the past 25 years giving to civic and public affairs has totaled more than $10 billion. In 1955, the American Association of Fund-Raising Counsel tabulated philanthropy to organizations involved with civic affairs at $75 million and it has increased steadily in nearly each successive year.

Giving to civic and public affairs topped a half-billion dollars in 1971 and exceeded $1 billion for the first time in 1976, mostly as a result of philanthropy motivated by America's 200th birthday.

VOLUNTEERS

There is no accurate count of the number of Americans who volunteer each year.

The last nationwide study on the subject was conducted by the federal government in 1974 and that showed 24 percent of the population—or 37 million people over the age of 13—were volunteering their time and effort in one way or another.

The study disclosed that the volunteers worked a

total of 137 million hours—the equivalent of 3.4 million people working a 40 hour week.

But the survey was among only organized volunteers—and much of American voluntarism is more spontaneous. It has been estimated that if informal volunteers are added to the organized volunteers, the total would be as high as 68 million each year.

Recent polls conducted by the Gallup organization show that as many as seven out of ten American adults are willing to serve in communities, to participate in neighborhood betterment activities, or assist in the performance of social services.

Who are the millions who give so freely of their time and energy to so many causes?

A decade ago, a profile of the average volunteer would have shown a married woman between 25 and 45 with children in school. A high school graduate, perhaps even a college graduate, the volunteer would have been from a middle or upper-middle income family who did not require a paid job because her husband had an income sufficient to support the family.

Today's volunteers stretch across all socio-economic levels. They are the retired persons who seek some enriching activity. Over 135,000 serve as foster grandparents and spend 1,000 hours a year in hospitals, correctional facilities and homes for the handicapped and retarded.

They are college and high school students searching for experience and training that might serve as career training, or minority and low-income citizens who are looking for the first step on the training ladder.

A study by ACTION disclosed that those in the $4,000 to $10,000 range have the highest rate of volunteering in the nation—58 percent.

Still another volunteer is the businessman—frequently not counted among those who donate their time and services. Some employers—such as IBM and the Allis Chalmers Corporation, to name just two—lend employees for volunteer work.

Allis Chalmers in Milwaukee lent 4,000 employees to work on 38 projects in 18 different communities. Most of the work was done in spare time, but the company permitted employees to take time off from their regular jobs if that were necessary to work on the projects.

It is generally conceded that the nation's nonprofit sector would not be able to furnish the services it makes available to improve the quality of life for all citizens if it were not for the volunteers who put in the time necessary to deliver the services.

The American National Red Cross noted in its annual report, for example, that 1,357,000 volunteers provided services last year and an additional 3,854,000 voluntarily donated their blood to Red Cross regional blood centers and cooperating community blood banks.

The reasons people volunteer are as diverse as the volunteers themselves. Many believe volunteering allows people to give of themselves. And for some, volunteering is an escape from loneliness while for newcomers in a community, it is an entry to new acquaintances.

But to many who hold full-time jobs as well, volunteering in their spare time enriches their lives. A woman in San Antonio, Tex., said that "I am where I am because others helped me."

Even the government is involved with volunteering. Many federal and state programs utilize volunteer help and the government has its own volunteer agency, ACTION, through which programs such as VISTA and the Retired Senior Volunteer Program (RSVP) are administered.

And more of those who are shaping the policies of government are expressing concern about the continuance of voluntarism—particularly in tight economic times.

The Internal Revenue Service allows a deduction of eight cents per mile for volunteer drivers, and a bill to increase that to 18.5 cents per mile—the same rate allowed for business use of a personal car—has been introduced by Rep. Barbara Milkulski (D.-Md.) and is pending in Committee.

Current Volunteer Strength of 20 National Agencies

Organizations	Number of Volunteers	Number of Fund-Raising Volunteers
United States Committee for UNICEF	3,000,000*	3,000,000*
American Heart Association	2,727,000	2,348,786
American Cancer Society, Inc.	2,300,000*	1,800,000*
United Cerebral Palsy Association, Inc.	2,000,000*	1,750,000*
Muscular Dystrophy Association, Inc.	1,880,000*	1,492,500*
The American National Red Cross	1,357,290	110,021
National Council—Boy Scouts of America	1,105,245	1,105,245
American Lung Association	1,000,000*	150,000*
National Association for Retarded Citizens	1,000,000	280,000
National Easter Seal Society	1,000,000*	n/a
National Multiple Sclerosis Society	950,000	200,000
National Council of YMCA	757,727*	76,263*
Girl Scouts of the USA	572,362*	n/a
The Arthritis Foundation	351,000	312,000
The National Foundation	250,000	3,000,000
The Salvation Army	230,000*	45,000*
National Board, YWCA of the USA	145,000	3,500*
Camp Fire Girls, Inc.	135,000	15,000
Boys' Club of America	50,000*	30,000*
USO (United Service Organizations, Inc.)	40,000	1,500
Totals	20,850,624	15,719,729

*Estimated

PHILANTHROPY'S PROMISE IN THE 80'S

The completion of the 25th anniversary edition of Giving USA is an appropriate occasion to look forward, and while it has long been this Association's policy not to project into the future, the beginning of a new decade is reason for analyzing some of the trends and activities which will impact on philanthropy.

The $43.31 billion given to philanthropic organizations in 1979 is overwhelming evidence of American generosity—but it is not nearly enough for this nation's nonprofit institutions and agencies to meet the constantly increasing needs for services.

So much more is needed, but why can't it be raised?

There are three major problems in today's climate which drain the potential for philanthropy. Each of them is now being addressed to a greater degree, and in the new decade there is a good chance that their influence—collectively and individually—on the growth of giving will diminish.

The Economy

Roaring inflation, soaring interest rates and OPEC oil prices combine to slow down all growth. Last year giving increased overall by 9.3 percent, while inflation was 13.3 percent. Most readers of Giving USA are familiar with the conclusion of the Filer Commission that labor-intensive nonprofit organizations must grow financially at an annual rate of 11 percent just to retain the same capacity to deliver services they had a year ago. This estimate was based on 1975 figures and it is surely higher today.

How To Cope

The forward looking agency already has tightened its belt, reviewed the importance of its programs, and eliminated those without proven need or duplicated elsewhere. Better management and prudent cost controls are now essential, as is recognition of building more private support by being more professional in involving volunteers and better informing them of the need for their support.

Public Attitudes

The multitude of published and broadcast articles and features about charitable frauds and charlatans have a real and substantial impact on public attitudes. Even though the stories represent a minute minority of the philanthropic scene—media plays them up and gives very little coverage to the oceans of good works—the public is left wary and even skeptical, making it more difficult to gain support and confidence. Start-up

organizations or those with unpopular causes experience an especially hard time.

What Can Be Done?

Organizations are quickly learning they have to tell their story well—and be more professional about involving volunteers. They are accountable and do not take for granted that their constituency understands their program. People should be told of their services and what they cost, so they can make an educated decision whether or not to support the program.

Public Policies

Because we are blessed with a pluralistic society, there are complex interrelationships between the public and private agenda and public policies. Federal, state and local laws all impact on philanthropy.

On the Federal level, we must be alert to new legislation that may affect philanthropy as well as tax reforms. To be preserved at all costs are the statutes that permit the charitable deduction, the tax benefits of the charitable bequest, and gifts of appreciated property. The result of even a partial reduction of these benefits would be devastating.

The passage of the Fisher-Conable Bill (H.R. 1785), and its Senate companion, the Packwood-Moynihan Bill (S-219), will allow all taxpayers to itemize their charitable deductions above the line whether they itemize other deductions or take the standard deduction.

A CONVO-Gallup survey conducted last year showed that those who itemize their deductions gave three times as much as those in the same income classification who took the standard deduction. If these bills are passed, Harvard professor and economist Martin Feldstein estimates that it will cost the nation's Treasury $4.8 billion in tax revenues, but charities will gain $5.7 billion in contributions.

Thirty-six states now have laws which regulate charitable solicitations—and they are constantly tampering with new changes. Most of the laws are too harsh, hurting legitimate charities in an effort to catch the few badly managed or fraudulent ones. Twenty-three states have a percentage limit on fund-raising costs, and many are set at a level too low for some legitimate charities, as well as others starting up or with unpopular causes, to operate.

On February 20, 1980, the U.S. Supreme Court decided that a Municipal Ordinance (The Village of Schaumberg vs. Citizens for Better Environment) cannot prohibit a nonprofit organization from seeking public support simply on the basis of high fund-raising costs, citing the freedom of speech implicit in the First Amendment.

Changes Ahead

This decision will cause considerable reexamination of many state laws as well as the nature of new ones. It reestablishes the principle that charities should give full disclosure, but not be prevented by law from presenting their case for support to the public.

More efforts are in process to communicate the many reasons that fund-raising costs can vary in legitimate organizations. These efforts will enable legislators to recognize that factors such as the age of the organization (start up efforts are always much more expensive), the popularity of the cause, the techniques used for fund raising (direct mail to new prospects is the most costly), and the extent of committed volunteers all affect the cost of raising money.

Also, there are several promising efforts to have the State regulators work toward one common reporting form for charities with reciprocal privileges. Through the efforts of the National Association of State Charitable Officers (NASCO) formed two years ago, a common state law may be achieved this decade. Fair and effective laws are in the best interests of everyone.

The Past Is Prologue

Beginning ten years ago and stimulated by the findings of the Filer Commission, we've witnessed an increasing understanding of the vital importance of philanthropy to our society.

One primary example is the establishment on March 5, 1980 of the INDEPENDENT SECTOR under the chairmanship of former secretary of the Department of Health, Education and Welfare, and founder of Common Cause, John Gardner. This organization, through its planned programs and membership thus far of 144 philanthropic organizations, foundations and corporations, has an excellent chance of being the vehicle to get philanthropy's act together and stimulate positive public attitudes and policies.

Its four major program thrusts are: to help educate the public about the nonprofit sector; to stimulate and conduct research on this field which has been so sorely lacking; to deal with improving relations with the government with the aim to provide a more effective partnership without challenging our independence and to seek ways to improve the management practices of our nonprofit institutions and agencies.

All of these actions will increase the understanding and involvement of volunteers and help to make them understand why their support is needed. These steps coupled with improved public policies guarantee that more money will be received by America's nonprofit institutions and agencies.

So even though the 1979 total of $43.31 billion is six and one-half times the $6.66 billion raised a quarter century ago in 1955, we have every reason to expect that the coming years will be even more successful for all worthy organizations.

The promise for the 80's is high indeed.

John J. Schwartz
President, American Association
of Fund-Raising Counsel, Inc.

Organizations Related to Philanthropy

American Association of Fund-Raising Counsel, Inc.
500 Fifth Avenue
New York, NY 10036

American Association of Museums
2233 Wisconsin Avenue, NW
Washington, DC 20007

American Council for the Arts
(formerly Associated Councils for the Arts)
570 Seventh Avenue
New York, NY 10018

American Council on Education
One Dupont Circle, NW
Washington, DC 20036

American Hospital Association
840 North Lake Shore Drive
Chicago, IL 60611

American Symphony Orchestra League
P.O. Box 66
Vienna, VA 22180

Association of American Colleges
1818 R Street, NW
Washington, DC 20009

Business Committee for the Arts, Inc.
1700 Broadway
New York, NY 10019

Committee for Economic Development
477 Madison Avenue
New York, NY 10022

The Conference Board
845 Third Avenue
New York, NY 10022

Council for Advancement and Support of Education
11 Dupont Circle, NW
Washington, DC 20036

Council for Financial Aid to Education, Inc.
680 Fifth Avenue
New York, NY 10019

Council of Better Business Bureaus, Inc.
1150 17 Street, NW
Washington, DC 20036

Council on Foundations, Inc.
1828 L Street, NW
Washington, DC 20036

Council of Jewish Federations
575 Lexington Avenue
New York, NY 10022

Council of State Governments
36 West 44 Street
New York, NY 10036

Federation of Protestant Welfare Agencies
281 Fourth Avenue
New York, NY 10010

Foundation Center
888 Seventh Avenue
New York, NY 10019

INDEPENDENT SECTOR
1828 L Street, NW
Washington, DC 20036
(Successor to the Coalition of National Voluntary Organizations and the National Council on Philanthropy)

Lutheran Resources Commission - Washington
1346 Connecticut Avenue, NW
Washington, DC 20036

Independent College Funds of America, Inc.
420 Lexington Avenue
New York, NY 10017

National Assembly of National Voluntary Health and Social Welfare Organizations, Inc.
291 Broadway
New York, NY 10007

National Association for Hospital Development
1700 K Street, NW
Washington, DC 20006

National Association of Independent Colleges and Universities
1717 Massachusetts Avenue
Washington, DC 20036

National Association of Independent Schools, Inc.
18 Tremont Street
Boston, MA 02108

National Catholic Development Conference
119 North Park Avenue
Rockville Centre, NY 11570

National Catholic Education Association
One Dupont Circle, NW
Washington, DC 20036

National Catholic Stewardship Council
1019 Massachusetts Avenue, NW
Washington, DC 20005

National Catholic Welfare Conference
1312 Massachusetts Avenue, NW
Washington, DC 20005

Volunteer: The National Center for Citizen Involvement
1214 16 Street, NW
Washington, DC 20036

National Committee for Responsive Philanthropy
810 18 Street, NW
Washington, DC 20006

National Council of Churches
475 Riverside Drive
New York, NY 10027

National Health Council
1740 Broadway
New York, NY 10019

National Information Bureau, Inc.
419 Park Avenue South
New York, NY 10016

National Society of Fund Raising Executives
1511 K Street, NW
Washington, DC 20005

Tax Foundation
50 Rockefeller Plaza
New York, NY 10020

United Negro College Fund
500 East 62 Street
New York, NY 10021

United Way of America
801 North Fairfax Street
Alexandria, VA 22314

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